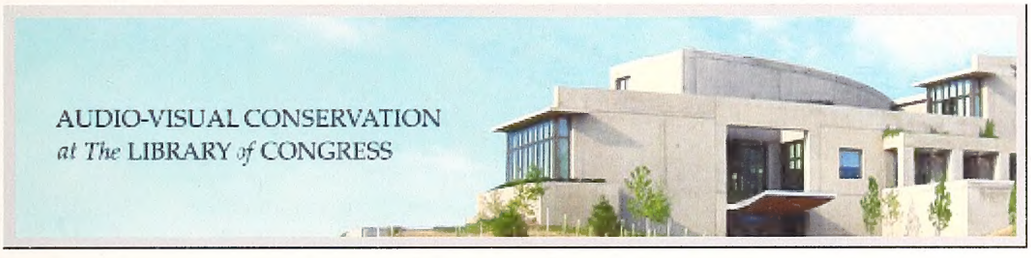

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SHOWMEN'S TRADE REVIEW

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THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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JANUARY 5, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



THE LIBR CONGR SERIAL JAN 1

Ted R. Gamble (See Page 8)

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THEATRE
Equipment & Maintenance
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JAN -8 1946

A BOOK TO BOOK!

Watch the Brilliant World Premiere at the Capitol, N. Y.!

PN1993
.S55



M-G-M's magnificent picturization of the famed best-seller is The Picture of the Year!

★

A JOHN FORD Production
with
JACK HOLT · WARD BOND

Based on the Book by William L. White

Screen Play by
FRANK WEAD, Comdr. U.S.N. (Ret.)

Associate Producer Cliff Reid

Directed by JOHN FORD, Capt. U.S.N.R.

A Metro-Goldwyn-Mayer Picture

Sign That Pledge Now.
MARCH OF DIMES (Jan. 24-30)



POSTERS



CAMPAIGN BOOK



GREER GARSON TRAILER

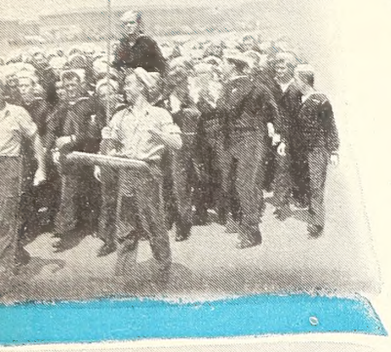


YOU CAN KEEP THEM PLAYING!

The American people endorse the drive against Infantile Paralysis. They are ready to open up their hearts and purses at your call. Use the experience of the campaign book. Run the appealing Greer Garson Trailer. Help the good fight!

MOTION PICTURES' MARCH OF DIMES
JAN. 24 - 30, 1946

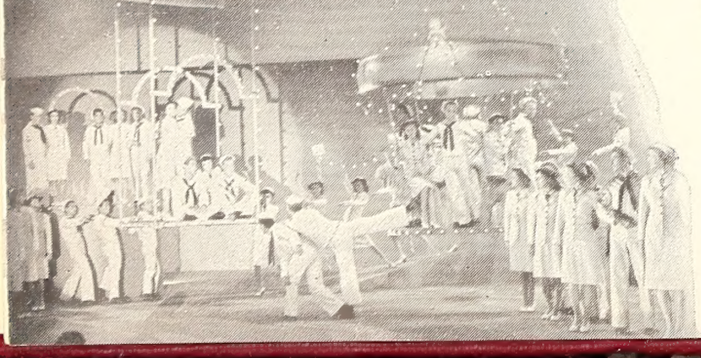












In the magazines that are read most

Tars and Spars

is advertised to all people who go to motion pictures!



"Love Is A Merry-Go-Round"

Jam-packed with entertainment! Chock-full of talent!



A singing, shining romance... brimming with youth, laughter and song!

Singing star of "Oklahoma!"

COLUMBIA PICTURES presents

TARS and SPARS

HEAR:
"I'm Glad I Waited For You"
*"Love Is A Merry-Go-Round"
"Kiss Me Hello"
and other great song hits!



starring

Alfred DRAKE · *Janet* BLAIR · *Marc* PLATT

with SID CAESAR · JEFF DONNELL

Produced by MILTON H. BREN, Lt. Comdr., USCGR

Directed by ALFRED E. GREEN



Produced in cooperation with United States Coast Guard

COLUMBIA'S SILVER ANNIVERSARY 1946



A Girl in a million . . .

A Girl with a million . . .

and a Guy with a million ideas . . .

in Columbia's lighthearted musical romance for the millions who want lighthearted entertainment!

COLUMBIA PICTURES presents

Meet Me On BROADWAY

with

MARJORIE REYNOLDS · FRED BRADY · JINX FALKENBURG

SPRING BYINGTON · ALLEN JENKINS · GENE LOCKHART · LOREN TINDALL

Screenplay by George Bricker and Jack Henley

Produced by BURT KELLY · Directed by LEIGH JASON

ENLIST IN THE DRIVE WITH A HEART! MARCH OF DIMES (JAN. 24 to 30)

COLUMBIA'S SILVER ANNIVERSARY 1946

THE EDITORIAL PAGE

CURRENT OBSERVATIONS

Much of the interest that was generated during 1945 about J. Arthur Rank and the British product to be marketed here, should crystalize during 1946. One thing is certain; if British product expects to get any attention from American exhibitors the producers over there had better start selling the showmen here well in advance of the pictures' arrival in this country.

We have often stated here that a good picture will always get substantial playing time in this country. In the past the occasional good picture (and by "good" we mean entertaining qualities) made its bow and with any kind of a favorable reception was highly touted to encourage sales to theatremen. But it always seemed like a "one-shot" proposition.

Now we are to expect a continuous flow of British pictures and, without benefit of build-up, we cannot see why the exhibitors here can be expected to get overly-excited about them. Perhaps the plans call for extensive advertising. But how about creating advance interest in the pictures and building up sufficient prestige so that when they are ready for screening and selling here this market will know a lot more about them than had been the practice in past years?

One thing we do know: if it is the American market that is being sought, then there had better be some good, American selling to go with it.

* * *

1946 may go down in industry history as the year in which the Theatre Activities Committee came into being.

Before the ink on this issue is too dry, the guiding group of this new organization will be meeting in New York to set plans for the first general convention of the national body. This convention will probably be scheduled for early spring.

We have been accused of taking too much interest in this new organization. Well, if it will bring about the kind of a national organization that we have long felt the independent exhibitor needs, then we plead guilty.

And so long as they stick to their intentions and really do the job they set out to do, we'll be for them, lock, stock and barrel. As is true in any such a move, a great deal will depend on the men who assume responsibility for the guidance of this Committee.

If they are the right men and do an open and above-board job, we cannot see how they can fail. But if they get involved in "secret" sessions and behind-the-back whispering campaigns, then they will fall by the wayside.

As a little boy we were taught that secret meetings always meant that some one or some group were ashamed to speak out in the open for fear their intentions might be subjected to the limelight. In most instances, such groups and the things they talk about in secret sessions can't stand too much limelight.

* * *

An out-of-town exhibitor enabled us to spend several enjoyable hours visiting. Best of all, he didn't have a single squawk to register about tough buying terms or high percentages. But he did leave one choice morsel behind when he departed for home.

In discussing price trends for pictures he said that he had come to the conclusion that sales managers are more interested in trying to beat the other company's revenue figures than in honestly trying to sell their product for what it was worth.

You know, there is a lot of truth in his observation, and the more you analyze it the truer it seems to be. If you look back over some past years you will find many instances of this or that company with a deplorably weak season of product which, nevertheless, demanded terms that would apply better to far superior product.

No doubt the sales manager of "this or that" company didn't give a hootenell that his pictures were mostly turkeys. He was out to gross a big figure to match the company whose product was head and shoulders above his own.

Some day we hope to see a set-up wherein pictures are bought and sold for what they (the pictures) are worth and NOT what some master minds in the home office think they should bring.

When that time comes there will be less beefing but a heck of a lot of better feeling between exhibitor and distributor.

* * *

Nothing short of inspiring is the eloquent devotion of adopted-son Ned Depinet for his foster-native-state, Texas, in as pretty a letter as we've ever received. Ned, the doughty, two-fisted showman who learned his picture business in Texas, addressed a letter to his friends to carry to them a precious "first day of issue" cancellation of the stamp commemorating the 100th anniversary of the admission of Texas to the Union. We were delighted to receive that prized "cover" with its Texas stamp cancelled as of 9 a.m., Dec. 29, 1945.

"CHICK" LEWIS

Challenge Gov't. on Arbitration System

Challenging the assertion of the Department of Justice that the arbitration system set up under the industry consent decree has failed, the five defendant theatre owning companies—MGM, Paramount, RKO, 20th-Fox and Warners—who were signers of the decree, in an effort to refute the charge, this week filed a brief in the New York Federal Court with the three-man statutory court which in November and December heard the 20-day trial of the U. S. anti-trust suit against the five defendants and United Artists, Universal and Columbia.

In an 111-page document, the defendants contended that the arbitration system has been efficiently and impartially administrated and is an efficacious method of settling industry disputes; that if any defects do exist, they can be corrected without destruction of the system, and that the 400 arbitrated cases out of the hundreds of thousands of contracts for 18,000 theatres, show the system has worked well.

Beginning with a short history of the consent decree and the events leading up to its adoption, to show the careful preparation which went into virtually every word of the decree and the arbitration system which was an integral part of it, the defendants declare that the Government cannot now come to the court after five years and say the machinery of its choosing as well as that of the court, is unworkable and ill-advised, any more than can the Government now challenge the provisions of clearance and say that clearance is not necessary, after having incorporated in Section VIII of the decree the statement that "It is recognized that clearance, reasonable as to time and area, is essential in this distribution and exhibition of motion pictures."

The defendants challenge the U. S. right to take 29 cases involving arbitration and use them as examples of discrimination, when 408 cases exist. The defense runs the gamut in the 29 cited instances and seeks to refute all U. S. evidence of discrimination by citing its own interpretation of the principals involved. The document concludes with the assertion that aribtration and clearance have both worked to the advantage of the exhibitor and distributor and should be retained.

Chicago Uptown Robbed of $4100

Five bandits held eight janitors of the Uptown Theatre, Chicago, captive early New Years Day, and after blowing up a safe, escaped with $4100 in silver. As each janitor arrived he was seized by the gangsters, all of whom were armed, and marched to the front row of the auditorium where they were seated and guarded until the safe was cracked. The thieves entered the house by forcing an exit door.

Tradeshow 'Strangers' January 28

National tradeshowing of "Three Strangers" has been set by Warners for January 28. The picture stars Geraldine Fitzgerald, Sydney Greenstreet and Peter Lorre.

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Settle Coast Dispute

The Hollywood jurisdictional union dispute, which caused the worst labor war in the industry's history during seven months of 1945, was settled in Washington this week when a committee of the American Federation of Labor Executive Council ruled that set decorators come under the jurisdiction of the Brotherhood of Painters. The decision is binding on the Painters Union and the IATSE. The problem of proper jurisdiction was solved on a basis of a division of work designations within the industry, patterned after previous agreements, negotiated mutually by the various crafts. It was also recommended but not decided that all office workers in the industry be included within the jurisdiction of the Office Employees International Union.

Rank Production Executive Here To Study American Audiences

The first of a series of British film executives to visit America to see and learn about the American market so that British productions can be attuned to suit American audiences, Filippo Del Guidice, managing director of Two Cities Films, one of the three major J. Arthur Rank production groups, arrived in New York last week. Del Guidice, who produced "In Which We Serve," "Blithe Spirit" and "Henry the Fifth," will confer with Matthew Fox, president of United World Pictures.

The producer will visit various sections of the country studying audience reactions and speaking to exhibitors before leaving for the coast in mid-January to confer with Leo Spitz and William Goetz of International Pictures regarding Two Cities productions. Fox will also attend the coast conferences.

Del Guidice declared that he will report his findings to his technical staff upon his return, and hopes while here, to learn enough about American film desires to be able to deliver suitable pictures for this market.

11 Companies Sued in Anti-Trust Unreasonable Clearance Action

The Cross Bay Amusement Co. and Rockwood Theatre Enterprises, Inc., lessee and owner of the Cross Bay Theatre, Woodhaven, L. I., filed an anti-trust suit charging unreasonable clearance and run against 11 film companies, four circuits and nine individuals in the New York Federal Court this week.

Suit asks a preliminary injunction to refrain defendants from alleged refusing to contract with the Cross Bay for pictures on a run and clearance of seven days after Loew's Willard and RKO Richmond Hill, and with a clearance of seven days in favor of the Cross Bay over all other theatres in the area. Treble damages are sought. All 11 companies are named as defendants with John Wimple, Spyros, Charles and George Skouras, Samuel and Harold Rinzler, Louis and Emanuel Frisch and Joseph M. Schenck.

Over 200 in Attendance at Moskowitz Testimonial Dinner

More than 200 executives, department heads and theatre managers of Loew's Inc., plus 20 others prominent in the industry, tendered a testimonial dinner to Charles C. Moskowitz at the Seven Eleven Restaurant Thursday evening in honor of his recent elevation to the post of treasurer of Loew's. James J. Walker acted as toastmaster and Eddie Sullivan, Louis Sobel, Joe T. Lewis and Harry Hershfield as masters of ceremonies. The reception was arranged by Gilbert Marbe, Jack Harris, Ed Burke, Sam Perlman, Bernard Zelenke and Leo Sidowsky.

Unger Named UA Gen'l Sales Manager

Appointment of J. J. Unger, United Artists western sales manager, to succeed Carl Leserman as general sales manager, was announced last week by Gradwell L. Sears, UA vice-president in charge of distribution. Unger, who takes up his new duties immediately, shortly will announce his own successor to the western sales post and will also name a new eastern sales manager.



J. J. Unger

In announcing the appointment, Sears praised Unger for his dealings with exhibitors which, Sears said, "have always been on the highest level, a fact which has won for him the admiration and respect he presently enjoys among members of the industry." He also cited the new appointee for his "long training and experience," which "admirably qualifies him for this important role in the UA sales organization."

Unger started his career in the industry as a booker for the General Film Company in 1920. A year later, he joined First National Pictures as New York branch manager, transferring to Paramount in 1924 in a similar capacity. In 1932, Unger was elevated to the post of eastern division manager and in 1939 was made eastern and Canadian division manager. He joined United Artists two years ago as western sales manager.

Bernhard Back From Coast

Joseph Bernhard, president of United States Pictures, Inc., returned to New York over the weekend from coast conferences with Milton Sperling, vice-president and production chief of the new unit which will release through Warner Bros.

Ted R. Gamble

(The Man on the Cover)

National War Finance Director of the United States Treasury Department and one of the film industry's most distinguished representatives on the record of his outstanding service during the war in a high and responsible official position. Mr. Gamble, a theatre owner and head of a circuit he organized in Seattle, will receive a high tribute from the film industry on Monday night January seventh, when he will be honor guest at a testimonial dinner to be held in New York. Among the speakers at the dinner will be: Spyros P. Skouras, Lieutenant-General A. A. Vandergrift, Hon. Henry Morgenthau Jr., Hon. Earle Snell, Frederick W. Gehle, S. H. Fabian, George J. Schaefer, Delos Walker, Francis Harmon and George Murphy, president of the Screen Actors Guild, who will act as toastmaster.

SHOWMEN'S TRADE REVIEW

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Johnston Awards Profits

Eric A. Johnston, MPPDA president and a member of President Truman's labor-management advisory committee, this week made front-page news when he announced a 25 per cent profit-sharing plan for employes of all his Washington State companies. This includes the Brown-Johnston Company, retailers of electrical equipment; Columbia Electric and Manufacturing Co., and the Brick and Lime Company of Spokane. Johnston stated he regarded the plan as his solution of the problem of "industrial democracy."

Rodgers Sees No '46 Business Recession

No one connected with the industry has any thought of any trend toward a recession of business within the discernible future, William F. Rodgers, MGM vice-president and general sales manager, declared late last week in a year-end statement. He admitted there would be slight readjustments, "as for example, a possible tendency of families to favor neighborhood theatres in some localities, rather than big downtown spots, but that is all. The mounting foreign market will play a factor in the over-all returns of the next few years."



W. F. Rodgers

Looking back on 1945, Rodgers declared that not only did MGM achieve the highest film booking circulation in the company's history, but it also set a new record for engagements totaling a week or more. "Product which will set a new mark for engagements of one week plus," he said, "demonstrate a high level of quality, and we believe that during 1946 we will have an even stronger lineup of pictures, the strongest we have ever been able to offer the picture-buying public."

Rodgers listed "Thrill of a Romance," "Thirty Seconds Over Toyko," "Meet Me in St. Louis," "The Valley of Decision," "National Velvet," "Dragon Seed," "Mrs. Parkington" and "Anchors Aweigh" as films which attained the highest box-office volume in 1945. "Weekend at the Waldorf" would also be in this group but still has a substantial percentage of dates yet to be played.

'Weekend,' Milland, Bergman Win Awards of N. Y. Critics

"The Lost Weekend" was voted the best film of 1945 by the New York Film Critics this week. Ray Milland won the critical nod for the best male acting performance of the year in the same picture and Ingrid Bergman was voted the best actress, based on her performances in "Spellbound" and "The Bells of St. Mary's." Billy Wilder was judged as having performed the best directorial job in "The Lost Weekend."

Film runner-ups included "The Story of GI Joe," "Colonel Blimp," "State Fair," "The True Glory" and "The Fighting Lady." Actor runner-ups included Robert Mitchum, Zachary Scott, James Dunn, Roger Livesey, Gary Cooper, Gene Kelly and James Mason. Among the women, Joan Crawford, Deborah Kerr, Peggy Ann Garner, Bette Davis, Rosalind Ivan and Margaret Rutherford won votes. Directors who received recognition were William Wellman, Jean Renoir, Powell and Pressburger, Henry Hathaway, Raoul Walsh and Leopold Lindberg. Scrolls will be presented the winners January 30.

1946 Theatre Business Outlook Dimmed by Capital-Labor Unrest

Only settlement of the present strife between capital and labor, full employment and the availability of good pictures can make 1946 a prosperous year in the motion picture industry, a business-outlook survey of leading exhibitors in representative sections of the nation reveals. While there is some optimism in predictions of "the biggest year yet," nevertheless a cloud of anxiety hovers over the general outlook.

Typical of this pessimism is the attitude of leading exhibitors in the St. Louis, eastern Missouri and southern Illinois area who declare that chances of 1946 bringing any measure of success to this area depend upon whether the current labor problem will be resolved to permit the pent-up buying power of the nation to make itself manifest. The situation is summed up by Fred Wehrenberg, head of the Wehrenberg Circuit and president of the MPTO of the St. Louis territory:

"I hate to contemplate what will happen to the film industry if the flood of strikes and other labor disturbances persist through the early months of 1946. Business in this section has already been running up to 25 per cent behind the corresponding period last year." Unless there is a more realistic approach to the solution of the nation's postwar problems by both capital and labor, the nation is facing a real crisis, Wehrenberg says.

Indiana Exhibitors Duly Alarmed

Possible labor unrest is also cited by Indianapolis exhibitors as a condition for the 1946 box-office outlook which, otherwise, they report as "good." Statewide prospects, however, are viewed with alarm. The closing of war plants in many areas has started a migration of workers to their former homes, with reconversion affecting not only theatres but other lines of business as well. With box-office receipts falling because of the absence of free-spending workers, many exhibitors are duly alarmed and see no prospects for an early recovery.

The business outlook in the Cleveland area varies in degrees of optimism, ranging from opinions that business, which picked up after Christmas, will improve rapidly, to the more conservative prediction that recovery will be slow and painful.

Construction of downtown apartment buildings and the proposed lake front development are seen as theatre business boosters by Harry Schreiber, RKO Theatres district manager, while M. B. Horwitz, general manager of the Washington Circuit, holds that even if strikes are settled and employment is general, business cannot remain at wartime levels. "The take-home pay of every worker will be considerably less than it was in the days of overtime pay. The living costs are high. The standard of living is high. I don't see how these conditions can be reconciled with a highly optimistic outlook for the immediate future."

Faith in the drawing power of good pictures is expressed by A. E. Ptak, owner of the Lyceum Theatre and vice-president of the Cleveland Motion Picture Exhibitors Association. "Once the holidays are over," predicts Ptak, "the public will turn again to motion pitcure entertainment, provided we have good pictures to show them."

Basing their predictions upon the earnest and apparently successful efforts of the Boston Chamber of Commerce, the Associated Industries of New England and the New England Council to reconvert rapidly and to bring new business into the area, leading New England exhibitors comprise one group interviewed to forecast the biggest year in the history of films. Moreover, the largest vacation business in the territory's history is predicted by heads of the New England Council and Associated Industries.

Comparatively few new theatres are planned, but, theatremen hasten to explain, this is because New England underwent a "terrific" theatre-building boom just before the start of World War II and in many instances new theatres were completed before the conflict got under way. However, such projects announced include a new Television theatre in Boston, a new theatre in connection with the new 1000-room Ford Hotel and new film houses in some of the adjacent suburbs. E. M. Loew plans several drive-in theatres, while M & P Theatres will convert the former Esquire or Repertory into a television house, with another theatre of similar type to be erected by 20th-Fox.

With some war plants still operating at full speed and reconversion to peacetime work in others now complete, there has been little or no change in employment in the New England area.

In Memphis and the surrounding territory, a constantly increasing population resulting from new industries and new distributing firms, has given film men here a feeling of optimism for 1946. Theatre managers and owners are willing to predict business will be good, but they feel moviegoers will be more inclined to shop in 1946 than in the war years, when practically any picture could be depended on to play to an SRO audience. Rejuvenation of most theatres is planned and scores of operators in the vicinity are planning new houses, with many having already definitely announced them. Elliott Johnson, advertising manager of the Malco; Bill Kemp, manager of Loew's State and Colonel Cecil Vogel, manager of the Palace are all optimistic about business prospects, as is Col. Howard Waugh, who left Warners January 1 for a production post in Mexico City.

Bright '46 Up to Hollywood, Exhibitors



Leo Wolcott

Prediction of a bright future for 1946 if Hollywood and exhibitors are willing to go back to work was voiced this week by Leo Wolcott, president of the Allied-Independent Theatre Owners of Iowa and Nebraska, who said that the future and box-office prospects are bound up in a neat package with these two questions:

Will Hollywood produce more really good pictures, now that the "war honeymoon" of automatically packed houses is over?

Are exhibitors willing to go back to work selling their shows, cleaning up their theatres, insisting upon politeness in their employes now that the war is over, and thus meet the competition which will be in the field?

If the answers to the questions are emphatically "yes" backed by real action, Wolcott said, the future prospects for the box-office are bright. If the answer is negative or "maybe," he concluded, the future for the box-offices of the competition "is terrific."

Block-Booking Held Delinquency Aid

Theatremen of Spokane, Wash., and a committee from the Spokane censor board rapped block-booking at a meeting last week, claiming the practice forces the exhibition of films unsuitable for children on the same bill with desirable pictures. Vandalism and disorder in theatres was discussed and several methods were proposed for dealing with the persons responsible, especially those who have not attained their majority.

City Commissioner Payne addressed the meeting, attended by censor board members, and commended exhibitors for refusing admission to children under 12 after 7 p.m. unless accompanied by parents. The commissioner decried the amount of murder on the screens and attributed many crimes by the young to the influence of the screen. Exhibitors, in rebuttal, pointed out that they were forced to buy certain films whether they played them or not, and had to put on horror attractions with desirable films for children. An attempt is being made to segregate the showings to avoid such couplings in the future.

16,870 Theatres Contributed Over 70,000 'Free' Days to Bond Drives, Report Shows

The 1945 edition of "Movies at War," annual report of the War Activities Committee of the Motion Picture Industry, shows that the 16,870 motion picture theatres of the country contributed to bond campaigns more than 70,000 "free" days. The producing companies gave the armed services more than 76,000 entertainment films with an estimated money value of $38,500,000.

Copies of the report, made public late last week by its editor, Walter T. Brown, associate coordinator and director of publicity of WAC, have been sent to all theatres, all producing and distributing companies, executives of allied industries and officials of 31 WAC exhibition areas of the United States.

The War Activities Committee, which ended December 31, began its work on December 8, 1941—one day after the Pearl Harbor attack by the Japanese. The 1945 "Movies at War," is the fourth and last of the WAC reports.

Up to the beginning of the Victory loan campaign October 30 to December 8, 1945, the theatres had held 30,661 free movie days and 23,913 bond premieres. Brown estimated that the Victory loan, the report of which had not been completed when "Movies at War" went to press, would add 5,500 premieres and 10,000 free movie days.

Final reports on the gift films for the fighting men are recorded in "Movies at War." The final delivery of the 16-mm. films was made to the Army on October 31.

The WAC report is largely made up of illustrations with only enough textual matter to amplify and complete the pictorial story. Special sections are devoted to movie theatres, the gift films, newsreels, Hollywood stars, the trade press and other war-time jobs undertaken for the Industry by the War Activities Committee.

The dedication page in the book carries the caption "Detachment Dismissed," and reads as follows:

"With the defeat of Japan, the Motion Picture Industry began demobilizing its war-time organization and began reconverting to peacetime pursuits. Figuratively, the Industry discarded its ODs, put on blue serge and returned to normalcy.

"The day after France fell in 1940, a group of movie executives banded together to help the Government meet the twin-funnelled typhoon that swept toward the United States out of Japan in the East, Germany in the West. Pearl Harbor in December, 1941, gave the Industry the War Activities Committee. Its war-time success is the Motion Picture Industry's proud record of achievement. This volume is the fourth of the 'Movies at War' series. The four tell a tabloid story of the Committee's work. No valedictory need be uttered. The civilian audiences at home, the uniformed audiences overseas, know that the Industry accepted every assignment from the Government; completed every operation successfully, and gave its time, its energies, its talents and its property beyond the call of duty. The days of peace ahead will be no less challenging than the days of war behind. Peace, too, must be fought for with the same degree of national devotion and tolerance and generosity."

Prepare N. Y. Plans for March of Dimes Drive

The industry's 1946 March of Dimes drive got under way in New York last week with a meeting at the Loew publicity offices, with Harry Mandell, New York State publicity chairman presiding, assisted by Edward C. Dowden, New York City publicity chairman. A number of ideas were adopted for the opening day of the drive, January 24, when an all-out attempt will be made to make it the biggest since the annual campaign's inception.

On that day Times Square will be converted into Dimes Square, with a number of stunts and special events heralding the inauguration at theatres throughout the city.

Present at the meeting last week were Sid Gross, Jerry Sager, Ira Morais, Sol Handwerger, Vincent Ligurio, Sid Kain, Ray Malone, Artnur Price, Bill Slater, Ted Arnow, Fred Herkowitz, Carl Fishman, Blanche Livingstone, Paula Gould, John Cassidy, Pat Grosso and Herman Silver.

WAC Liquidation Continues Until Feb. 1 Under Skeleton Staff

The War Acitvities Committee of the industry, although officially liquidated as of December 31, is continuing to function temporarily with a skeleton staff under Walter Brown, until unfinished matters are disposed of. The second and third floor offices in the Paramount Building, New York, have been vacated and the offices on the fourth floor are being retained on a month-to-month basis while liquidation of assets, including furniture, is under way.

A possibility that part of the fourth floor offices will be retained as headquarters for the new theatres organization patterned on the Theatres Division of the WAC, is reported. All final business of the WAC is expected to end by February 1.

8213 Circuit Pledges

Total number of circuit and independent theatres pledged to aid the forthcoming March of Dimes drive starting January 24, is now 8213 as a result of additional pledges from 20 circuits representing 593 theatres, it has been announced by Joseph R. Vogel, Dimes Circuit chairman.

Record Crowds Set Holiday Week Highs

Starting with the Christmas holidays and extending up to New Year's day, with prospects for continued good patronage on not quite so large a scale, theatre business in nearly all sections of the country reached one of the highest holiday season peaks in the nation's history. Buffeted by Christmas shopping, a wave of influenza cases and inclement weather, downtrodden box-office receipts began rising Christmas day and reached high levels during the seven-day holiday period.

A new long-line record was established in New York by "The Bells of St. Mary's" at Radio City Music Hall, where Gus Eyssell, managing director, announced that the throngs awaiting admission were greater than any ever experienced in the history of New York theatre attendance.

Beginning at the main box-office, situated at 50th Street and the Avenue of the Americas, the nearly mile-long line of persons extended east to Rockefeller Plaza, twined around the Associated Press building corner to swing again in 51st Street in a westerly direction all the way through to the Avenue of the Americas, completing encirclement of both the AP and RKO buildings. At this point the line was separated by police to allow for 51st Street traffic at the busy intersection, taking up again on the north side of that thoroughfare and stretching east once more to Fifth Avenue and curving up north on that Avenue almost to the corner of 52nd Street.

Experts in estimating New York crowds figured the wait of any individual or group bringing up the far end of this history-making line to be some minutes more than three hours before reaching the box-office and gaining admission to the theatre.

While other queues were not quite comparable to those at the Music Hall, waiting lines were in evidence at nearly all Broadway theatres, including the Roxy ("The Dolly Sisters" and stage show), the Capitol ("They Were Expendable" and stage show), the Paramount ("The Stork Club" and stage show), the Strand ("San Antonio" and stage show), the Hollywood ("Saratoga Trunk"), the Rivoli ("The Lost Weekend"), the Astor ("Spellbound") and other first runs on the main stem. In many cases, lines were on hand at 7:00 a.m. The Music Hall opened at 7:30 a.m. during the week, earliest opening hour in its history.

Although New Year's Day business reports were not all in, general indications were that the majority of the nation's theatres prospered to the tune of extra thousands of dollars in additional patronage, making the Eve and the Day the biggest since 1940. The Roxy reported Thursday that all attendance records in the history of the theatre had been broken during the Christmas holidays.

Final WAC Report to Be Made At Gamble Testimonial Dinner

Final report of the War Activities Committee, summing up the services and accomplishments of this wartime organization financed by the motion picture industry, will be made at the Ted Gamble testimonial dinner on January 7 in the Grand Ballroom of the Waldorf-Astoria, it is announced by the Dinner Committee headed by Spyros P. Skouras.

The fourth issue of the booklet, "Movies at War," also will be distributed to all dinner guests ,among whom will be many prominent non-industry personages.

$10,500 Stolen from Astor

Receipts totaling $10,500 were stolen from the Astor Theatre, New York, last Sunday night by two teen-age robbers who, wielding guns, forced the theatre's manager and her assistants to part with the bundles of currency from the safe.

RKO Redeems Its 6% Preferred At $106

The final step in a general program of unification of properties and refinancing of RKO was announced this week by Floyd B. Odlum, chairman of the RKO board of directors, in a statement that the board had elected to redeem all RKO's outstanding six per cent preferred stock at a price of $106.54 a share on February 2. There are now approximately 93,000 shares outstanding, some 35,000 having already been retired through the sinking fund or through conversion by holders into common stock.



Floyd B. Odlum

Odlum's announcement revealed that all important theatre operating assets are being integrated in B. F. Keith Corporation, which name is being changed to RKO Theatres, Inc. That subsidiary has placed with the Equitable Life Assurance Society, the $22 million of new three per cent debentures under the financing plan arranged by Lehmann Brothers. The proceeds of the debentures will be used to the extent required to retire substantially all the outstanding funded debt of theatre subsidiaries and to enable them to pay off all their debt to the parent RKO company aggregating nearly $5 million.

Ex-Servicemen Myers, Boudouris In Key Strong Electric Positions

Harry Strong, Strong Electric Corporation, Toledo, manufacturer of projection arc lamps, has announced the appointment of two ex-servicemen to key positions with his company.

Lieutenant Commander W. D. "Dick" Myers, USNR, who has returned from the South Pacific and Philippines where he was engaged in



W. D. Myers



A. B. Boudouris

radar work on carriers and seaplane tenders, will serve as research engineer with the Strong organization. He has been associated with the theatre industry since 1928, mainly in sound engineering for Western Electric and Warner Bros.

Ensign A. B. "Al" Boudouris, USNR, Navy pilot specializing in radar work, has returned to the Strong organization as field engineer. Boudouris was associated with Strong prior to entering the Navy and has a host of friends in the theatre field.

300 Attend Paul Terry's 30th Anniversary Party

A cocktail party commemorating Paul Terry's 30th anniversary as a producer of motion picture cartoons took place last week at the Sky Garden Room of the St. Moritz Hotel, New York.

Officers and executives of 20th Century-Fox, distributors of Terrytoons, were among the 300 members of the industry, trade and metropolitan press on hand to greet Terry.

Variety Meet in May

The Variety Clubs of America will hold their annual convention in New York at the Astor Hotel May 15-18, it was announced this week by "Chick" Lewis, publicity chairman and publisher of Showmen's Trade Review. The Humanitarian Awards banquet will be held on the night of May 18. Members are now voting on the selection for the recipient of the award.

Johnston Hails Columbia On 25th Anniversary

Praising the ingenuity and achievements of early motion picture leaders, and declaring that the horizons of the industry's future are far wider than those of today, Eric Johnston, MPPDA president last week greeted Columbia at the onset of its 25th anniversary, and expressed the hope that the company's achievements and record would continue to grow brighter in the years to come.

Johnston declared in part that "as a newcomer to the industry, I marvel at the talent and ingenuity of the individuals who made the American motion picture what it is today. They combined an art and an industry into a universal medium of entertainment which has brought untold joy and happiness to the earth's humble people. The motion picture has become a chief provider of information, entertainment and inspiration for millions who crowd the great houses that it has built. To this progress, Columbia has made worthy contributions."

Johnston's statement also declared that "the horizons of tomorrow for the motion picture industry are far wider than the horizons of today. They are wider because of the vision and the enterprise of the men who built so well during the past quarter of a century. On the future pages of motion picture history may Columbia's achievements continue to be many and its record of service be ever bright."

Columbia Launches Playdate Drive Coinciding With 25th Anniversary

As a feature of Columbia's 25th Anniversary which will be celebrated throughout 1946, General Sales Manager A. Montague this week announced a Playdate Jubilee, to provide a competitive incentive plan for the domestic field sales force.

District managers, managers, salesmen and bookers are to receive awards scaled in relation to their performance in obtaining the greatest number of playdates in the company's history during the Jubilee which ends June 28, 1946.

Koerner Names Votion RKO Representative in Europe

Appointment of Lt. Col. Jack William Votion, Hollywood producer, as RKO Radio European representative, was announced on the coast recently by Charles W. Koerner, vice-president in charge of production, coincident with Votion's arrival home from three years of service in Europe with Army Intelligence.

Votion, who will make his headquarters in London, will act as liaison between RKO's Hollywood studio and production activities in London and Paris, and will function as talent scout for personalities and story material in England and Continental Europe.

Rosenfield Returns to 20th-Fox

Jonas Rosenfield, Jr., has been appointed 20th-Fox national and cooperative manager of the advertising department, it was announced this week by Charles Schlaifer, head of the company's publicity, advertising, exploitation and radio departments.

Elicker Joins Astor As Vice-President

Joe E. Elicker, for the past two and a half years a member of the editorial staff of SHOWMEN'S TRADE REVIEW, this week assumed the duties as vice-president in charge of advertising and publicity for Astor Pictures. Elicker was appointed to the post he now occupies with Astor by Robert M. Savini, president of the company, who declared in making the announcement of Elicker's appointment that the company had recorded its biggest year in 1945 and was launching on an expanded program of distribution and production.



Joe E. Elicker

In addition to his duties connected with advertising and publicity for the Astor program, Elicker will engage in production work. He now has one film, "Silver Devil" in distribution through Astor exchanges, and plans several others for the Astor release schedule this year.

Astor's new vice-president is a veteran of 21 years in the amusement industry, which he entered as an usher with Loew's Regent in Harrisburg, Pa. Since that time he has had active experience in practically every phase of the industry, having served from time to time as publicity and advertising manager for several theatres including Comerford's largest houses in Scranton, Wilkes-Barre, Hazelton and Pottsville, Penna., before becoming advertising and publicity director for the Comerford circuit

In his early days in the industry, Elicker was a pioneer in poster service for smaller houses, inaugurating the Poster Art Design Service, a forerunner of the present American Display Corp.

Jack Schlaifer Joins Monogram; Morey, Goldstein Are Promoted

Appointment of Jack Schlaifer as Monogram director of sales was announced late last week by Steve Broidy, president. Schlaifer, a newcomer to the organization, is widely known in the industry through his association with Universal as general sales manager; with United Artists as vice-president and western general sales manager, and more recently with 20th Century-Fox as central sales manager.



Jack Schlaifer

At the same time Broidy also announced the promotion of M. Edward Morey to the post of executive assistant to the president, and the elevation of Maurice Goldstein to the position of general sales manager. All three executives will headquarter in New York.

De Sylva Terminates Producing Contract With Paramount

Paramount and B. G. De Sylva late last week announced the friendly termination of their contract by mutual agreement so that De Sylva may get an extended vacation and rest.

De Sylva has been with the company for more than four years—first as a producer and then as executive-producer in charge of all production. During the past year he has been head of the B. G. De Sylva Productions, Inc., organized to produce pictures for release through Paramount. Under his own banner De Sylva produced "The Stork Club."



"This is the bigges
by 20th Centur
phenomenal figures, out-gross
at the Roxy, New York City
Louisville, Detroit, Chicago,
—new all-time house records i
Los Angeles! Everywhere—un

s money-picture ever released

r Fox." You can quote the

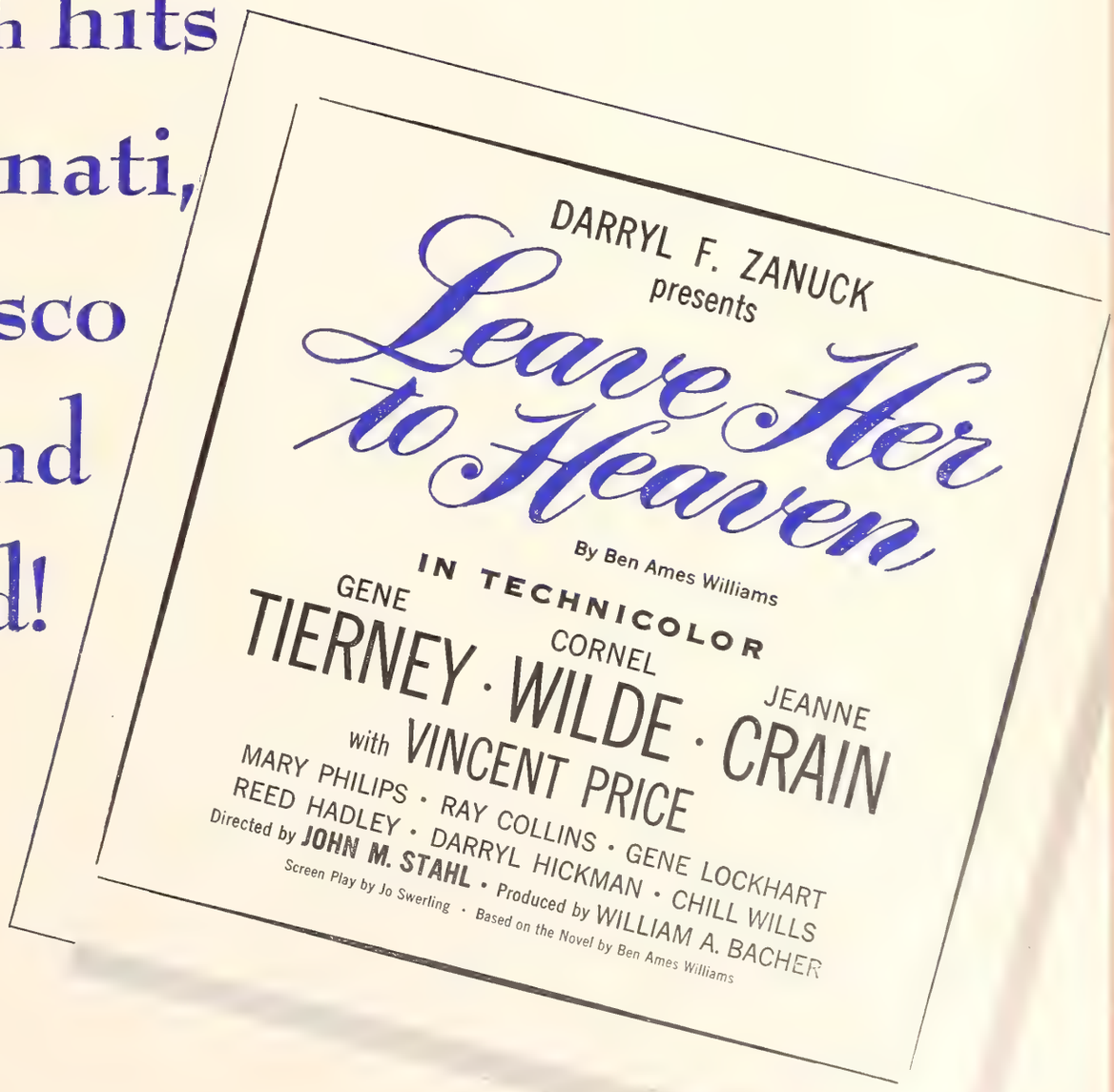
ng all 20th hits

n Cincinnati,

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Denver and

recedented!



20th CENTURY-FOX

THE DRIVE WITH A HEART! MARCH OF DIMES! JAN. 24—30

SELLING THE PICTURE

Samartano, Providence, Sets Talent Contest

Plans are afoot in Providence for a Musical Talent Contest to be held January 21 on the stage of Loew's State Theatre.

Last week Manager J. G. Samartano, Assistant Manager E. Stenzel, Student Assistant Manager E. O'Neill, Secretary M. Ross, Chief Usher A. Mott and Artist E. deSauve met to line up the details for the event. Here are the results of their conference:

A special trailer urging all those who can sing, do imitations or play a musical instrument to register with the manager will be projected two weeks in advance. Contest details will also appear on a 40x60 lobby display during the same period. Teaser cards on chandeliers and in rest rooms will seek contestants.

A thousand heralds will be distributed by music schools and stuffed in bags by four local markets, while 300 window cards will be placed in the suburban neighborhood one week in advance.

Five downtown music shops selling instruments will use tie-up cards and distribute circulars. For ten passes weekly, station WEAN will announce the contest on its Spotlight on Youth program.

Maurice, the house organist, will make special announcements at every performance.

Fifty dollars in prizes are offered, together with a week's personal appearance with Maurice at the State.

Blue Motif Keeps Wollaston Campaign on the Sunny Side

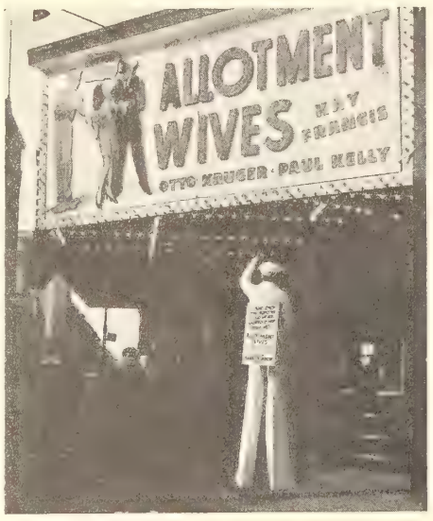
Blue, as might be expected, was the dominating color note of Gerry Wollaston's campaign for "Rhapsody in Blue" at the State Theatre, Harrisburg, Pa. He made full use of the theme, and it is said that even color-blind people understood the tieup with the picture. A beautiful window at Bowman's a downtown department store, attracted attention, featuring all blue clothes and accessories, and "Blue Sapphire" perfume. Sixteen music windows were decorated in cooperation with the D and H Distributing Company, and displays were arranged in the five and ten cent store music counters.

Gershwin music was played daily on spots of 15-minutes each on the three city radio stations, WHO, WKBO and WHGB, sponsored by Finkelstein Cleaners, the Record Mart, and other local advertisers. The ABC half-hour show "Music in Manhattan," aired over WHGB, the local outlet, included four plugs for the picture, while spot announcements, stations breaks and similar promotion were utilized. For three weeks in advance of showing the intermission music at the State was exclusively Gershwin, with Wollaston using a Victor and a Columbia album. Special days were arranged when music classes in public schools attended as part of their music appreciation courses.

Increased linage in regular advertising, and a series of specially designed ads were used in the Telegraph and Evening News.—HA.

Looking for More Space

Using forethought and initiative, Brock Whitlock of Loew's, Richmond, Va., has been calling on local newspaper managing editors reminding them that with increased newsprint in prospect, those foreshortened movie pages should get more space.



BALLYHOO. This gigantic, on-stilts Longfellow dressed in the sailor outfit plugged the New York engagement of Monogram's "Allotment Wives" at the Ambassador Theatre. The sign on his back reads: "I came back from overseas to find my wife married to two other men. See 'Allotment Wives'." Stunt bears duplicating in other spots.

Radio, Teaser, Display Campaign for 'Dakota'

More than 40 radio spot announcements and advance teaser newspaper ads featured the exploitation campaign executed by Norman E. Kassel, publicity director of Essaness Theatres for the Chicago run of Republic's "Dakota," at the Woods Theatre.

Part of the theatre front was put up a few days in adavnce of the opening, with displays prominently showing a head of John Wayne, a clinch shot of Wayne and Vera Hruba Ralston, and action shots from the film. Forty-by-sixty displays were used throughout the house.

Newspaper promotion consisted of the aforementioned teaser ads, which were run five days in advance plus the usual display advertisements.

MGM '46 Ad Plan Stresses 4 Brackets

Following its policy of the past year, MGM will distribute its advertising budget in four important brackets: newspaper, magazine, radio and express truck advertising during 1946, the company announced late last week.

The Railway Express advertising posters cover 1500 cities from Canada to Mexico with 4000 two-sheets and 3200 four-sheets in a campaign that is said to reach a carefully estimated total of 600 million persons per month.

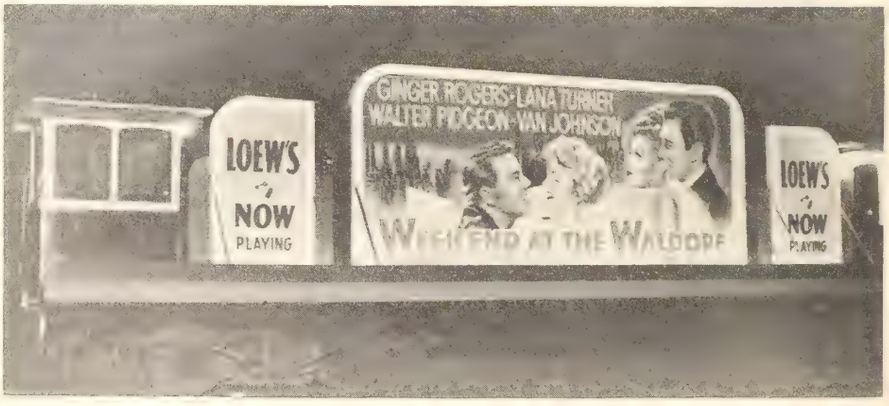
The company will continue its 52-week radio representation throughout the country, utilizing 185 stations in 100 cities, with concentration on spot announcements tieing in with local first-runs.

MGM's extensive nationwide magazine coverage will be continued in all the leading weeklies and monthlies, with the two ad-columns, "The Lion's Roar" and "Picture of the Month," featured as in the past. Special full-page ads will be used for the season's most important releases.

Newspapers, considered the backbone of MGM's advertising campaigns, will be used more extensively than ever. Stress will be placed on timing of news ads and campaigns for local feature presentation. An increasingly detailed study will be made, through many channels, of all types of advertising, with the plan to obtain best possible exhibitor results.

'Deadline at Dawn' Campaign To Include Men's Magazines

National campaign on RKO's "Deadline at Dawn" has been extended to include publications directed principally at male readers. *Inside Detective, Front Page Detective, True Detective, Master Detective* and *Official Detective* magazines are augmented by such general publications as *Saturday Evening Post, Liberty, Look, Pic, Time, True, Movie Story, Motion Picture, Screenland, Silver Screen, Movie Show, Movie Life, Movie Stars on Parade, Movies, Modern Screen, Movieland, Photoplay, Scren Guide, Screen Romances* and *Screen Stars.* Combined circulation of all publication is in excess of 19 million copies, making it one of RKO's top advertising budgets.



COVERING THE TOWN. With the newspaper strike still on in Reading, Pa., when this photo was taken, Manager Larry Levy of Loew's Theatre persuaded the transit company to resurrect an old advertising car which was postered and illuminated. As it toured various sections of the city, it attracted much attention to the local engagement of MGM's "Weekend at the Waldorf."

Roy's back again and he's **DYNAMITE**



IT'S GOT THAT HIT PARADE TUNE THAT'S SWEEPING THE NATION!



ROY ROGERS • **TRIGGER**

King Of The Cowboys — The Smartest Horse In The Movies

in

ALONG THE NAVAJO TRAIL

Featuring

GEORGE "GABBY" HAYES

and **DALE EVANS** with **ESTELITA RODRIGUEZ**

and **DOUGLAS FOWLEY** • **NESTOR PAIVA**

and

BOB NOLAN AND THE SONS OF THE PIONEERS

Directed by FRANK McDONALD

Screen Play by GERALD GERAGHTY

Based on a Novel by WILLIAM COLT MacDONALD

A REPUBLIC PICTURE

WHEN A WESTERN TORNADO MEETS A GYPSY BOMBSHELL, THE ATOM ISN'T SPLIT... IT'S SHATTERED





Ace Duals Campaign For 'Main' and Short

S. L. Sorkin, RKO Keith's Theatre, Washington, put on a top campaign for his showings of "The Spanish Main" and the Frank Sinatra short, "The House I Live In" with a combination of newspaper publicity and ballyhoo exploitation on both subjects. Publicity obtained in connection with his Victory Bond show held the night before the regular opening of the films added impetus to the picture's regular run.

Tickets for the Victory Bond premiere were made up in the form of heralds and the house was sold out for the affair, helped by advance pictures and stories in all newspapers, which were the direct result of a luncheon and screening of the two films for dramatic critics, other representatives of the press, radio people, the clergy of all faiths and members of the Veterans Administration.

A two month's pass was offered as first prize in the regular RKO coloring contest for "The Spanish Main," for which 3000 coloring heralds were distributed in the local schools. As a newsstand tieup, 24 imprinted aprons were distributed to newsboys at busy corners, 12 reading "Coming" and the other 12 distributed during the run of the picture reading 'Now," both with appropriate copy about the film.

Direct Mail Used Widely

Direct mail was widely used on the Sinatra subject, with 200 being sent to local organizations interested in racial and religious tolerance. The Veterans Administration sent letters about the film to organizations such as the American Legion, Veterans of Foreign Wars, etc., and 100 letters reached 100 delegates of the Jewish Community Council. A picture and story about the short appeared in the Washington News Letter of the Anti-Defamation League.

Two windows in the Hecht Company department store were secured, with the windows decorated with original costumes worn by Maureen O'Hara in the film and with treasure chests of jewelry and other items characteristic of "The Spanish Main." The music department of the store also arranged for a window on the Frank Sinatra short, showing recordings of The House I Live In as sung by Sinatra. A similar display was used inside the store at the music counter.

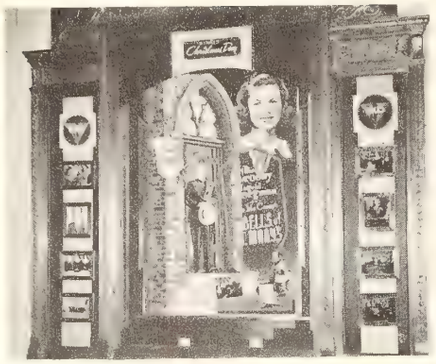
Three months prior to opening, an impressive lobby display on the two subjects was set up and during the run of the films the theatre was colorfully decorated with transparencies on both marquee ends, instead of the usual attraction letters. Ushers and box-office windows were adorned with coat lapel badges and streamers, respectively, three weeks prior to the opening.

Teaser ads ran seven days in advance and regular radio announcements four days ahead.

The advertising, publicity and exploitation were so successful that the theatre rearranged its schedule to give one extra performance daily and two extra on Saturday, including a midnight show and one extra performance Sunday. Doors were opened earlier to care for the extra crowds and all extra shows received mention in daily advertising.—WA.

Exploitation Calendar

An attractive monthly calendar, advertising current and coming attractions for Schine's State Theatre, Rochester, N. Y., is the cooperative medium used by Manager Sam Shafer. Seeing an imperative need for exploiting films, Shafer enlisted the aid of two merchants in taking co-op ads on the bottom of the card so as to pay for the cost of the calendar. Made up very colorfully, it can be hung up and kept in front of the patron's eye.



CATCHES MOOD. This attractive display is one of several set up in the lobby of the Keith Memorial Theatre, Boston, in which the spirit and theme of RKO Radio's "The Bells of St. Mary's" has been aptly caught and presented to the predominately Catholic audiences of Boston. Script next to Crosby's head states: "The further adventures of Father O'Malley is a story of human warmth that will make your heart smile!"

Bond Stunt, Ballyhoo Sells 'Trail' in Owosso

A special exploitation contest staged in cooperation with Owosso, Michigan's leading newspaper, sparked the publicity campaign designed by Manager Howard Sweet of the Butterfield Capitol Theatre for the screening of Screen Guild Productions' "Northwest Trail." Two Victory Bonds totaling $75 were given away free by the theatre and the newspaper for the best essay on the writings of James Oliver Curwood, which resulted in huge front-page breaks prior to the opening.

Other exploitation consisted mainly of rebuilding the theatre front in the form of a log cabin, with huge photo cut-outs placed on top of the marquee; showing of a special advance trailer in the two Butterfield houses; and posting the town with heralds, window cards, and one and three sheets.

A special preview of the picture was held two days prior to the opening for over 300 "old timers" in Owosso and many friends of Curwood, who was born here. The newspaper devoted considerable amount of space to this stunt.

Look and Life Devote Pages To MGM Stars, New Films

Look magazine for January 8, now on the stands, devotes four full pages to Clark Gable and "The Harvey Girls." In the Gable layout, the MGM star, is shown in scenes from "A Free Soul," "Mutiny on the Bounty," "Gone With the Wind" and "Adventure." The three pages devoted to "The Harvey Girls" also include a half page on Cyd Charisse, ballerina, who also appears in "Ziegfeld Follies" and "Three Wise Fools."

Along the same lines, the current *Life,* gives a page and a half to "They Were Expendable" as its Movie of the Week.

Levey Names Kaufman to Handle 'Abilene Town' Promotion

Wolfe Kaufman has been appointed by Jules Levey as his assistant to work on current promotion on "Abilene Town," also his forthcoming "Conspiracy in Jazz."

Kaufman, who has held various posts in the industry for the past 15 years, shortly will entrain for Abilene, Kansas, to arrange details of the world premiere of "Abilene Town," United Artists release.

Noel Coward Angles Plug 'Blithe Spirit'

An extensive and well-balanced exploitation campaign for Rochester's opening of United Artists' "Blithe Spirit," was employed effectively by Lester Pollock of Loew's Rochester Theatre, using the medium of radio, newspaper, store display and direct mail.

Advance publicity program was well planned. A Noel Coward biographer prepared special feature stories which were planted well in advance with two local newspapers. A teaser trailer, a reproduction of one of the national advertisements, was made and used two weeks in advance.

Pollock then promoted window display tieups with six leading department stores and shops, liberally using star stills, attractive theatre copy and playdate credit in the display patterns. Two of the merchants were induced to partake in cooperative newspaper ads.

Uses English Mailing List

The fact that the film was British made, with an all British cast, brought the injection of direct mail into the campaign. Pollock obtained an English mailing list from the Chamber of Commerce and with it sent out regular U. S. postcards embossed with typically English atmospheric content, in an attempt to lure Anglo-American patronage.

A contest, making use of the Noel Coward tunes featured by the picture, was offered by the local radio station. Various records were played, to which the audience was asked to identify those written by Coward. The "Waltz Theme," which lends itself from the film, was introduced to Rochesterites for the first time by the Eastman Rochester Symphony Orchestra.

Bop Hope Addresses Audience Through Novel Amplifying Setup

A recent press notice from Muncie, Indiana, described an excellent stunt arranged by Vic Sicillia, city manager of the Rivoli Theatre in that city, in which their Altec Lansing "Voice of the Theatre" horn system played an important part.

Bop Hope addressed a huge audience via long distance telephone from Hollywood, for a Purple Heart Victory Bond Premiere, through the theatre amplifying system and the "Voice of the Theatre." Technical problems were handled by F. C. Dickely, Detroit manager for Altec, and Ken Ross, Altec inspector.

Springer Pleased With Showing Of Century Managers in Contest

Joseph R. Springer, general theatre manager of Century Circuit, was particularly pleased with the exceptional showing of managers in the recent "Tomorrow is Forever" contest held by International Pictures.

Winners included Leonard Freund of the Nostrand Theatre; Howard Cohn of the Midwood; Ben Mindlin of the Valley Stream; Lou Hartmann of the Park, and Walter Smith of the Grove.

Starts in Lobby

Proving that good showmanship starts in the lobby, Manager Boesel of the Palace Theatre, Milwaukee, promoted a novel, simple campaign with the run of Paramount's "Duffy's Tavern." From the House of Seagrams, distillery concern, he obtained a miniature setpiece depicting a bar and tavern. The miniature set, valued at more than $1000, was framed and then placed on display in the lobby.

THEATRE MANAGEMENT

Theatre-Garage Tieup Held Business Aid

Have you ever noticed the patrons who attend your theatre by means of an automobile? Have you ever considered how this four-wheel trade could benefit both you and the local parking lot in a cooperative campaign?

This inexpensive, but nevertheless effective stunt is again finding favor with box-office minded showmen all over the country. With the priority lifted from gasoline, more and more cars are being used daily, especially by women who drive into town to shop and then take in a matinee. Consider this with the ever growing traffic and parking problem facing practically every city and town, and not only will you be able to render an appreciated service, but the goodwill built up helping parking-frustrated patrons will be invaluable.

The plan operates along the following lines:

The garage supplies three or four uniformed attendants, who are on duty at all times in front of the theatre, to park the cars of those patrons desiring the service. The usual parking fee is charged.

The garage should also be induced to shoulder expense on the distribution of throwaways announcing the tieup. These circulars should be included in the garage's monthly statement list and also on the theatre's program mailing list. Showcards plugging the service with appropriate garage, theatre and picture credit, could be placed at proper spots in the theatre and parking lot, and the same information could be dispensed by prominent 3-sheets around town.

Cooperative ads in local newspapers are suggested, with the possibility of the garage offering special services such as cleaning, lubricating and oiling the car, when brought in by a theatre patron, for special reduced prices.

In return for the above, the theatre can carry a 1-frame trailer calling attention to the service.

Train Box-Office Man

Your box-office man can be the difference in making or losing ticket sales simply by the manner in which he approaches hesitant patrons and by just what he says. If he says, "Waiting in the lobby now for seats" or "There are seats in the balcony only," he is conveying correct information, perhaps, but certainly is not convincing anyone through his rejective manner that they should come right in. If he says, instead, "There will be only a short wait in the lobby now for seats" or "No waiting for seats in the balcony" you'll find that more prospective patrons will be ready to buy seats then and there.

Fire Alarm Signal Urged

If the theatre oil-burner is automatic, have the latest devices been installed to sound an alarm or to signal if a fire starts from the oil? Insurance companies usually are more than willing to advise about the practicability of such devices and to recommend commercial companies to bid on their installation.

Examine Upright Sign

A detailed examination of the theatre's upright sign usually may be made from the theatre roof. In the inspection, look for the condition of the steel work and its method of support, giving consideration to wind strains and other destructive factors.



The Brass Tacks of Efficient Picture Theatre Management

If It Sells, It's a Good Advertisement

By Jack Jackson

The manager, in addition to being a good executive and administrator, must be a top-grade merchandiser. The basis for good advertising, which is the tool of merchandising, is the subject of this tenth article in a series of discussions and analyses of management, and the veteran in theatre management as well as the recruit can learn much that will profit him by close study of the fundamentals and the plan of procedure for good show selling as set forth herein.

It's not often that I become so incensed that I fearlessly and rashly pick an argument with that word-wise gentleman, Mr. Webster. But recently I have been looking over so many examples of theatre advertising that so evidently were conceived and executed in accordance with Webster's definition of the word "advertise" that my dander's up and the controversy no longer can be avoided.

Mr. Webster defines "advertise" as meaning: "to turn the attention of others to; to announce; to publish."

Well, if you're one of the many who have been unimaginatively following his prescription for advertising you are in the same position as the Southern colored boy who stood among his fellows in a long line awaiting their turn at the paymaster's window of a war plant whose contracts had been cancelled. Turning to another darkie he violently protested: "Dey can't take de jobs away cause de Washington man said we wuz frozen to dis work." To which the other negro replied: "Yes, I knows, but dey's defrosting us now."

Every well-schooled and sound thinking showman knows that the word "advertise" —so far as his business is concerned—means: to forcibly and emphatically command the attention of others to; to stridently vociferate; to emblazon in public print; to shout from the house tops; to rave and rant about; to shout and thunder about; etc. etc.

In short, a real full-time showman firmly believes his advertising is incomplete and ineffective unless it so packed with punch and push that its message is as irresistible as the rolling tide of a roaring sea, and generates an uncontrollable desire to see and enjoy the attraction for which the effort is put forth.

With a half-way manager (and, I fear, there are all too many of them) it's different. He's prone to content himself with putting up an expensive gingerbread front for a side street theatre and then promptly forget all about using other mediums to let the folks know his show is there.

Don't be a half-way manager. Get on the beam. Study your particular advertising problem and then carefully plan the best and least expensive methods of reaching the greatest number of potential prospects for the kind of entertainment your theatre is offering. And, as the kind of programs and show appeals change, so should the character and methods of advertising approach. Don't waste time or money trying to sell program Westerns to the swells that live up on the hill and the gorgeously costumed classics hold little or no interest for the laborer and his family, so don't kid yourself that you can drag them in when you have that type of show.

There are a lot of mighty fine showmen discarding their khaki battle togs and again donning "civvies" preparatory to resuming their war-interrupted activities as theatre executives. And if those half-way managers who have been taking Mr. Webster's definition of "advertise" too literally want to escape the "defrosting" squad, they had better start rigid study of the planning, problems and procedure for getting their wares forcibly and effectively before prospective patrons.

To accomplish the "about face" each manager must of necessity study his own situation with a view of determining the appeal of the attraction to the potential patronage in his community. The media are many, and careful analysis is essential to determine the speediest, safest, surest and least expensive avenues of approach. Measure each contemplated activity by the infallable yard-stick applied by John Friedl.

(*Continued on Page* 19)

Avoid Any Accident Possibility

In Toronto recently a jury awarded Mrs. Margaret Brown $5000 damages for injuries sustained when she mistook the cellar stair of B & F Theatres' Christie for a powder room.

It is just this type of remote possibility that causes many acidents in theatres which otherwise take every ordinary precaution against accidents and ensuing liability damages. The fact that a jury awarded monetary damages to Mrs. Brown does not necessarily indicate that the theatre involved did not take more than ordinary precautions against accident to its employes and its patrons; rather it is an indication that juries often will award damages to a complainant just because it was possible for such an accident to take place. It emphasizes, again, that careful thinking is constantly necessary to obviate any accident possibility, no matter how remote that possibility.

Shaffer's Showmanship Builds New Star, Teen-Age Patronage

Do bobby-sockers and 'teen-age patrons make good audiences? Are they as critical and as discriminating as adult audiences? Yes, definitely, claims showman Willis Shaffer of the Royal Theatre, Atchison, Kansas, who should know.

"Most theatremen take 'teen-age business for granted," said Shaffer. "In the past we have promoted free kiddie shows and special screenings for the adult trade, but the 'teen-agers, with parental grace, will attend every change of show and have been completely overlooked."

Shaffer, who hit upon the idea of screening a picture for 'teen-agers, wagered that not only had this innovation never been attempted, but that exploiteers and showmen were passing up a good bet. Said the Royal Theatre manager: "These youths comprise a large share of our most steady customers, and for the most part we pay perhaps too little attention to them. I sincerely believe that our box-office receipts will show a decided increase when we start *catering* to the 'teen-agers of today—our friends and business associates of tomorrow."

With this thought in mind, Shaffer contacted the local school superintendent, who supplied him with a list of groups and organizations who participated in after-school activities. This gave him accurate figures on 'teen-agers in Atchison, and with this information he invited members of the Hi-Y, Pep Club, Dramatic class, and presidents and officers of the various classes, to the advance showing.

By an arrangement with the school superintendent, Shaffer planned a ten-minute meeting of these groups which enabled him to talk to them in a body, explain the idea and invite them to the screening. "I might add," says Shaffer, "that the school officials were quite enthusiastic about the idea."

Before the showing of the film, Shaffer again addressed the group and pointed out that through their cooperation, the initial 'teen-age screening would garner a lot of publicity. He mentioned that when the film was finished, they would find comment cards in the lobby and that their comments would be used in the theatre's newspaper campaign. "I emphasized the fact that they were not required to do anything, which of course resulted in their bending over backwards to do anything possible to cooperate."

Shaffer then gifted everyone with an autographed photo of Robert Scott and stated that he was the particular star they were interested in publicizing, so would the audience please watch him very closely during the picture.

After viewing the reaction of the group, Shaffer remarked that he had yet to see a more appreciate audience. Practically everyone attending the screening made a special effort to personally convey his or her appreciation. "I am completely convinced," he predicted, "that they will sell more tickets by word of mouth than any woman's organization (with all due respect to them) ever did. These youngsters will tell their parents all about this showing, and parents will listen because they are interested in their children. Now reverse this; try to imagine how many kids would pay attention to their mothers if she mentioned some screening she had attended in the afternoon while they were in school." Shaffer also added that nothing could beat the enthusiasm of the 'teen-agers.

"The comment following the screening was nothing less than sensational," beamed Shaffer. "I got a big kick out of it because it was 'teen-age comment." What he meant was that remarks were not the usual stereotyped "wonderful picture" stuff. Instead, in modern slang, were picturesque comments like: "Hubba, Hubba, that Robert Scott really sends me"; "I want Robert Scott for Xmas" and "Oh! those beautiful dimples, just what we've been waiting for!" All which made for novel newspaper copy.

Fitting in well with the 'teen-age screening was a tieup with radio station KVAK. "I contacted the station manager," said Shaffer, "and presented the idea to him, emphasizing the point that it would give him an original program which would create local interest." The manager, sensing the advantages to the station, agreed to make a 15-minute transcription at no cost to the theatre.

At the close of the screening, the girls and boys were asked to gather on the stage, where they were interviewed by a station announcer.

"We explained that a transcription would be made, and then played back over the air later that evening.

"In order to create the proper background, which consisted of a considerable amount of 'swooning' at the mention of Scott, the program was rehearsed. The bobby-sockers got quite a bang in making the program and many of them heard their voices over the ether for the first time that evening. No need to say that film and theatre received its share of plugs."

The broadcast and screening were the "talk" for days at school and at home, which of course not only brought a smile to the face of Willis Shaffer, but resulted in heavy and well deserved revenue at the Royal Theatre box-office.

Protect Electrical Panels

If the main electric panel is located in the boiler room, it should be protected with a pair of metal, fire-resisting doors to prevent its destruction or short-circuiting from heat or fire.

Speak Softly

Loud talking in the projection room may cause annoyance to patrons in the rear of the balcony or otherwise near the booth. Caution operators to converse in normal tones.

Citations Spur Staffs In Theatre Upkeep

A citation for excellent theatre maintenance may not, at first glance, seem to be an extraordinary honor. But the way these citations are handled by Rick Ricketson, division head of the Inter-Mountain chain, has inspired staffs in theatres throughout the chain to maintain their operations in such excellent shape that the Rick Ricketson Maintenance Club Citations are eagerly sought after, and the presentation of a six months' award usually is the occasion for a staff blow-out or party of one kind or another.

Providing tangible evidence of management's appreciation of excellence in maintenance, Ricketson awards these citations to theatres which qualify for them after rigid inspections. District managers provide the inspections during periodic visits to the theatres, after which they send to Ricketson thorough-going house-inspection reports, which have come to be known as reports on "white glove tests."

At the end of each six-month period the reports are reviewed, and spotless theatres are presented with certificates which state, "Rick Ricketson Maintenance Club Citation. This theatre is hereby cited by RRMC for its patriotic devotion to the war effort, for its cleanliness and maintenance in the interest of public safety and preservation of essential equipment, for its courteous and efficient war-time service, and for its contribution to the civilian morale. A symbol of perfection in theatre operation." The certificate, signed by Ricketson, bears the date of its issuance and states the length of time for which the award has been made.

The Maintenance Club Citations have been a long-time custom of the Ricketson group of theatres and have become so valued that staffs *voluntarily* pitch in to make their theatres clean. Usually, the crew has itself a party of sorts, winding up the chores with a feed, a juke-box party, dancing on the stage or in the lobby and in general just having a swell time. Nothing is forced, ordered or compulsory—and they love it!

Individual theatre managers can instill in their staffs great pride in accomplishment when such accomplishment is recognized in this or in a similar manner, particularly since the accomplishment itself is such a simple thing. A little thought probably will give theatremen an idea how they can adapt this to their own operations.

Wattage Reduction Possible

A check with lighting engineers of the local electrical utility company will reveal the possibility of decreasing wattage in marquee lighting and theatre fronts, with the same or nearly the same results as before, should illumination surrounding the theatre (new stores, new street lighting, etc.) suggest the possibility. This would reduce monthly power bills.

Tell About the Heat

During the summer no manager would fail to take advantage of the opportunity to advertise the coolness of his theatre, by whatever system he cools it. By the same token it might be smart to tell patrons about the no-draft, comfortable heating system now installed in the Blank Theatre—or is this too obvious?

Protect Marquee Letters

Marquee letters should be kept in large, mobile file to protect them from ravages of weather and to permit the man who changes them, to have immediate access to the letters he needs. The top of the marquee may be convenient for storage, but the letters piled atop of each other become damaged and snow and sleet add nothing to their attractiveness.

The Brass Tacks of Efficient Management: If It Sells, It's a Good Advertisement

(Continued from Page 17)

(that talented showman and big man of the Minnesota Amusement Co.) "Will it sell tickets?" If it will, about how many —how much will it cost in money, materials and in effort expended—and does the potential return justify the gross expense? If the answer is "yes" go after it thoroughly and enthusiastically and, if it doesn't measure up, continue the noggin-nudging until another and more promising idea is born.

Any attempt properly to set up (by analysis and synthesis) a prospective advertising campaign for YOUR theatre would be highly presumptuous and undoubtedly have as many "holes" as a pasteboard rabbit in a Coney Island shooting gallery. However the normal picture-to-picture advertising procedure of the average theatre varies only slightly, and breaking it down into a study chart may possibly assist in getting the slide rule and calipers adjusted for use on the more difcult and unusual forms of patron approach.

Everybody uses newspaper space, so let's start with the ads.

What is the regular budget? Does this picture warrant an increase or is it sufficiently presold to justify a reduction?

With that question decided, the next step should be a study of the story synopsis in the press sheet and a check of the reviews in the trade press to determine what qualities the picture contains that would prove most attractive bait for the customer to which your theatre caters. An examination of the trailer will very often provide catchline material far more intriguing than the press book or the reviews will suggest. Remember you are counting on the newspaper to reach the greatest majority of your customers, so be very careful of what angle of the picture's entertainment quotient you choose to emphasize. Make sure that (so far as you are able to determine from your experience and a close study of the likes and dislikes of your patrons) that the angle you select is tailored to fit their preferences. If there happen to be side-issues that have particular appeal for the country club set or some other faction, treat that angle separately and approach it directly. Don't let it creep into the general advertising layouts intended for the overall appeal.

Always keep in mind the fact that motion pictures are made, in their entirety, from recipes holding nothing other than various mixtures of recognized and proved stimulents of human emotions. Human emotions are like taxes—everybody has 'em, only some have 'em different than others. Your job is to determine what emotional appeal the picture possesses that promises greatest response from your customer group. Write your catch-lines and select your illustrations accordingly, and your newspaper ad has far greater chance of returning the profit dollars expected than the slipshod product of slam-bang clipping of the first press-book ad that happens to fit the space requirement.

We're going backwards a bit, but, how about the screen trailer? Would an off-stage scream, a moving shadow, a side-stage display with intermittent lighting, a color-wheel effect, a prepared travel-ghost or some other novel supplement provide the kind of emphasis that would prove patron-pulling?

Is it possible to revamp the theatre front display so that it emphasizes the selected angle of customer appeal in a way that will make the observer really want to dig down for the admission price?

Can animation be provided by the use of flags, hanging flyers, (made from three window cards stapled into hexagon form) a dummy hung from the flagpole, a home-made windmill or some other equally simple and inexpensive device to agitate the curiosity of the folks at the corner?

Does the attraction lend itself to changing the color of the soffit lights to get attention from the night-time crowds?

If you happen to work a poster route, is it possible that a change to block paper would be compellingly effective? Or, if you've been using block paper, how about going to illustrated lithos on this one? How long since the boards or stands have been cleaned and the borders blanked? Painted? Have the locations deteriorated? Are they off the line of new travel?—war conditions have made many formerly desirable stops obsolete. Try to get all of your small paper (ones-threes-sixes-cards) on live locations. I mean the sides or fronts of occupied buildings. Grocery stores, drug stores, etc., are the best spots because the people of a community visit those spots most frequently. Try to get the merchant to use his passes on the first day of the picture so he will be able to tell his patrons about it.

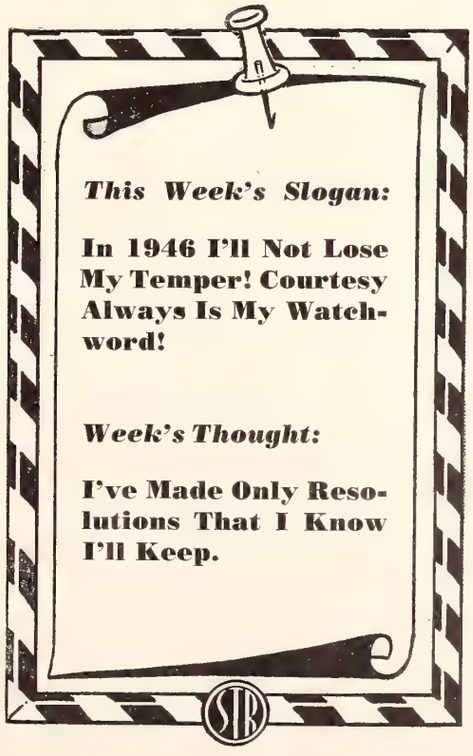
Your window card route and placement in windows is also subject to careful analysis if you would get the utmost from the money expended. Make a study of the most traveled side of the streets of your town—Woolworth does—and place your window cards accordingly. Keep in mind that most people walk on the right hand side of the sidewalk so try to have your window cards set so they will be in the line of vision for the longest possible period of time. It is advisable to occasionally change these from illustrated lithos to block letter and vice versa.

If you prepare any special advance displays for use inside the theatre, be sure they are so designed that they lend themselves to use currently with the attraction either on the theatre front or in some merchant's window. Don't waste money on one-time shots if it can be avoided.

There is a new—it came to the front very fast during the war—arm of advertising whose use is still the subject of lively controversy in some quarters show business, but which justifies lengthy discussion. Radio seems to be a sort of "problem child" to many theatre men, and their experiences vary so greatly that it is entitled to treatment as an individual unit of advertising. Space limitation forbids further discussion at this time, so I will attempt to diagnose that media in a forthcoming installment of this series.

A very famous advertiser once said: "Successful advertising consists of drawing the fewest possible blanks." Try to make every shot count. Fight for the right word in your ad; the right location for your posters; the right spot for your window cards; the most advantageous presentation of every unit of your advertising program, and it will be impossible for YOU to draw many blanks, because the whole world is interested in the glamorous, emotion-stirring merchandise you sell.

A Tip or Two Every Week for Your Bulletin Board



Advocate Cellar Check

Coal furnaces are in existence in many theatres and in these operations a check should be made to see if the ash hoists are in good condition, that the coal storage bins are fire-proofed and that the ashes are removed often enough to prevent accident-inviting accumulation.

Eliminate Fire Hazards.

The theatre cellar and janitor's room are natural spots for accumulated rubbish, waste paper and just plain dirt. A regular check by the theatre manager will eliminate these fire hazards.

REGIONAL NEWSREEL

INDIANAPOLIS

Keith's Theatre gave a special New Year's Eve show, December 31, starting at 5 p.m. with the feature "Nothing But the Truth," in conjunction with a vaudeville program.

The sixth annual Christmas party for children of the 4500 employes of the RCA-Victor division, was held at the Murat Theatre December 22. The program, arranged by the RCA Recreation Association Employe Organization, included a stage show of animal acts, music and a motion picture. Candy and gifts were given the children.

"No Slips, No Skids, No Terrors" shown at the Indiana, Circle and Loew's Theatres this week was sponsored by the Education and Promotion Committee of the Indianapolis Chamber of Commerce safety council.

Charles F. Schlegel, stage manager at the Murat here, is recovering at his home from injuries received Saturday when he slipped on the ice at the theatre stage door. Schlegel was leaving the theatre after the Shrine Christmas show, when he fell and broke his right shoulder in two places. He was given first aid at St. Vincent's hospital and then permitted to return home.

Sam Switow, recently elected chief barker of the Indianapolis Variety Club, Tent No. 10, held his first meeting of the board of directors Thursday afternoon in the club rooms.

The sales staffs of the Indianapolis and Cincinnati Warner exchanges heard Charles Rich, division manager, discuss future product and general business at a meeting held here December 24. J. Abrose, Cincinnati branch manager and his staff, arrived during the worst blizzard this city has experienced in years.

Ruth Kite is the new member of the office staff at Republic exchange. She replaces Mary Ellen Barry, resigned to take up the same work at Warners.

George Pappas, manager at the Circle, is leaving for a two-weeks rest in the east. Pappas is recovering from a slight ailment. Ralph Richey will assume the duties during his absence.

George Landis, 20th-Fox manager, attended a meeting of company branch and district managers at the Blackstone Hotel, Chicago, January 3 and 4.

J. J. Grady will arrive here Sunday and remain Monday, checking records on the Tom Connors drive.

Sgt. Edwin Brauer, Jr., son of Republic's exchange manager, is back in civilian clothes. He surprised his parents by arriving home for Christmas. Sgt. Brauer has seen service with Gen. Patton's Third Army and served in the Army of Occupation in Austria.

Peter Rosian, Universal district manager, spent Thursday at the local branch on business.

L. J. McGinley, Universal branch manager, is confined to his home by influenza.

ALBANY

PRC held its Eastern sales meeting at the Ten Eyck Hotel, Albany, December 27, at which time announcement was made of the promotion of Harry E. Thomas to the presidency and Lloyd L. Lind to the vice-presidency. Those attending included Abe Weiner, district manager; Lou Lesser, Buffalo branch manager; Harry Stern, district manager; Arnold Stoltz, PRC publicity director; Joseph Miller, district manager; Jack Armm, branch manager, and Bert Armm, salesman. Newspaper representatives included Jerry Salisbury, managing editor, and Cliff Bradt, dramatic critic of *Knickerbocker News* and George Williams, managing editor, and E. S. Van Olinda, dramatic critic of *Times-Union*.

Vacationists during holiday season include: Warners, Leo Drexler, office manager, to New Jersey; Universal Salesmen Sylvan Leff and Bob Finkel to New York; Paramount Salesmen Dick Hayes and Jack Brown; RKO Salesmen George Tucker and Harold Carlock.

The following Film Rowites have been battling the "flu germ": Universal Booker Al Marchetti; 20th-Fox, Velma Akin and Marjorie Dorr, stenographers; Warner Exchange Booker Harry Aranove and Booker's Secretary Evelyn Scheer; Republic Billing Clerk Laura Robinson; Columbia Biller Edna Joyce and Booker's Secretary Sylvia Steinberg; Warner Theatres' Telephone Operator Helen Davis and Secretary Irene M. Smith.

Columbia exchange is being painted in silver and black in honor of its silver anniversary.

Ellen Youngs, MGM booker's secretary, is in Florida for a vacation with her husband, George, recently released from service.

Dot Finkelstein, MGM booker, was in Buffalo for the New Year week-end.

Lieut. Comdr. Arthur Krohn, recently released after six years' service, is in the Albany MGM exchange as a student foreign sales representative.

Harry Berkson, Monogram franchise owner, and Nate Sodikman, special representative, are in town for several days.

Frank Williams of the Banton Circuit is visiting the Row.

Universal Exchange is very happy at winning first prize in the recent Blumberg drive.

Warners' C. J. Latta and Charles A. Smakwitz have gone to New York for conferences.

Pauline Sagan of 20th-Fox office is very proud at the news that her husband, George, has been promoted to captaincy.

Variety Club held its annual Kiddies' Christmas Party December 23. About 50 youngsters attended and enjoyed an afternoon of motion pictures, refreshments and presents presented by Santa.

Warner Theatres held its annual party for employes, branch managers and bookers of Film Row, December 29.

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HARRISBURG

The State's new unemployment partial payment and low earnings report system will become effective at once, according to an act passed at the recent session of the Legislature. The pay affects exhibitors, owners and managers who employ part-time help. Blanks have been sent to all employers, who must fill in the required information regarding part-time help. Pennsylvania, one of the last states to enlist in the partial employment benefit plan, has adopted a simplified system, a State Department of Labor and Industry spokesman said. Under the new system a part-time employe would be eligible for benefit if earning less than his weekly benefit amount. An example given is that if the unemployment benefit would entitle him to $12 a week and he earns $15, a report would not have to be submitted. However, if he earned $10, a report would be required.

Special forms have been printed, and will be sent upon request, but employers may use their own payroll envelope or check stub forms provided they contain sufficient information. The state will approve or mark for necessary changes any payment form submitted by employers. However, where there are only a few part-time employes, it is thought the employers may wish to use the blanks printed by the Commonwealth.

Exhibitors of the area agreed that Christmas 1945 was the "worst for business in many years, and certainly during the war." Houses were scarcely occupied during the day, and at night, after a sheet of ice coated the highways, it almost wasn't worth being open, Sam Gilman, Loew's Regent, said.

New Year's Eve brought a series of outstanding pictures to vie for patronage, which included: "They Were Expendable" at Loew's Regent; "Bells of St. Mary's," Senate; "San Antonio," State and "Stork Club," Colonial. All had midnight showings and all opened Monday, to run for a week or more if necessary.

ST. LOUIS

All of the Fanchon & Marco-St. Louis Amusement Company houses, with the exception of the Shubert, were closed Christmas Eve to give employes an opportunity to spend that day and night at home with their families. The Shubert remained open because its current attraction is "Pinocchio," an ideal picture for the Christmas season from the children's standpoint.

Fred Wehrenberg, head of the Wehrenberg-Kaimann Circuit, the second largest in St. Louis, said that none of its houses were closed Christmas Eve. "We have found through the years the parents in St. Louis use the motion picture theatre as the place to send children on Christmas Eve, while Santa Claus calls at their house to set up and trim the Christmas tree. For that reason our houses remained open."

On New Year's Eve practically all of the 110 theatres in the city and county observed their usual custom of past years by presenting special bills at advanced prices. These shows ran for four or five hours with nothing repeated and were designed to help the patrons properly observe the passing of the old year and the coming of the new year.

Harry C. Arthur, Jr., general manager of the Fanchon & Marco houses, now in New York, plans to return to St. Louis early in January.

Harry Crawford, manager of the Missouri; Al Wheeler, manager of the Ambassador, and Dave Berger headed a committee from the St. Louis Variety Club that carried a huge

Christmas tree and trimmings to Bellefontaine Farms to entertain the boys in that institution.

University City's Third Ward, headed by Bill Harvey, gave a children's Christmas Party at the Beverly Theatre, December 22. Every youngster in the ward was invited to attend. Henry Halloway owns the theatre.

A fire of undetermined origin caused damage estimated at $5000 at the Avenue Theatre. The fire started in a wing in a pile of cotton batting, used for repairing seat upholstery. Most of the damage was from smoke and water and was confined to stage properties and to the contents of a room used by the stagehands. The theatre is owned and operated by Dave Komm. The house has continued to operate.

"Voice of the Wind" opened an engagement at Ruby S'Renco's Art Theatre December 22.

Jimmy Frisina, chief booker and buyer for the Frisina Amusement Circuit, returned recently from the Mayo Clinic at Rochester, Minn., where he underwent a checkup. Speaking of the Frisina Amusement Company, the report persisted in informed circles that the circuit would, on January 1, add to its houses the Orpheum and Star in Hannibal, Mo. It is understood that H. A. Scheidker of Hannibal will continue to be identified with the management of the two houses. Dominic Frisina, president, and J. B. Giachetto, general manager of the Frisina Amusement Company, have been in Hannibal. They are said to have been accompanied by their legal adviser.

The Frisina Amusement Company plans extensive improvements to the Arcadia and Roxy, Olney, Ill., where Vint Helling is the resident manager for the circuit. The Arcadia is to have its front modernized and will also sport a new marquee, while the Roxy is to have important alterations and improvements as part of the circuit's postwar program.

James Cook is the new manager of the Uptown, Clinton, Mo., a unit of the Ghosen Circuit.

John Masavice has succeeded Irving Lamm, [illegible] manager of the Ritz, Berwyn, Ill.

The Chicago Ya[illegible] & Rose. Lamm is new man[illegible]-000 high-school pup[illegible] North Chicago, Ill.

CLEVELAND

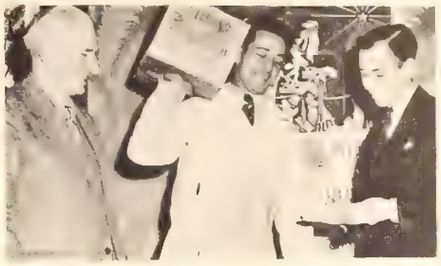
Local independent exhibitors are reaching out into new fields of conquest. Last week, a group of officials of Associated Circuit bought the Film Bldg. This week, they added the Capitol Bank to their holdings. Reported purchasers of the bank are Meyer Fine, Sam Stecker, Abe Kramer, Max Lefkowitch, Jerome Friedlander and other local industrialists.

Imperial Pictures, newest local independent exchange, which was organized some five years ago by M. M. Jacobs, passes to new owners next week. New owners are Bernard Rubin, former prominent film man just released from the Army and John Urbansky, Jr., son of John Urbansky, treasurer of the Associated Circuit and owner of the Jennings Theatre. Jacobs plans to devote his time to his theatre and allied interests. Rubin announces that Lee Goldberg of Popular Pictures in Cincinnati, will be affiliated with him as buyer of product. Imperial Pictures has concentrated on re-issues of "A" pictures. The new owners plan to expand so as to distribute new product in this area.

Harry Schreiber, RKO Theatres division manager, has announced the Palace in Cleveland, which went into a straight picture policy on November first, will revert to a combination program for the one week of January 17. Count Basie will be the attraction, aided by an all-colored cast of singers and dancers. Thereafter, the Palace will go back to straight pictures. Admission scale will be upped for the week of January 17.

Harry and Rose Charnas came on from Los Angeles to attend the funeral of Harry's father last Monday.

Nat Barach, National Screen Service branch manager, got on the band wagon last week and



BENEFIT PERFORMANCE. Manager Ben Mindlin (left) is shown accepting a case of canned goods from a local merchant at a benefit performance held recently at Century's Stream Theatre. The special morning show was sponsored by St. Mary's Roman Catholic Church. Admission was an item of canned goods, and all foods collected were earmarked for the needy overseas.

succumbed to an attack of flu.

Lester Dowdell, United Artists office manager, is at Glenville Hospital suffering with pneumonia.

Mrs. Gertrude L. Tracy, manager of the Ohio, spent Christmas at Mount Sinai Hospital, convalescing from an operation for the removal of gall stones.

"The Bells of St. Mary's" did so well at the Hippodrome, that Warner Zone Manager Nat Wolf and Publicity Director J. Knox Strachan, were dratfed to help out as ushers and doormen. It was the only picture that could compete with ice, snow and zero weather.

Major Larry Weisberg, former assistant manager at the Hippodrome, was home on furlough last week to meet his newly arrived son.

The local Warner Club is plotting a midwinter party. It's to be a dinner party and will be held at the popular Alpine Village. Dick Wright, president of the club, is in charge of arrangements.

A robber stepped up to the cashier of the Tivoli and with the persuasion of a gun, helped himself to $40 but failed to see $75. Jack Flemm, owner, gave chase, but the robber made his escape.

The Park Barberton last week took a two-day enforced holiday. A fire of unknown origin was the cause.

Columbia exchange is getting all ready to celebrate the company's silver anniversary. All of the walls in the exchange are being painted silver in honor of the occasion.

Gregory Vojae, Columbia booker before he joined the Navy four years ago, was in town for the holidays. He is out of service and has rejoined Columbia as an auditor. His initial assignment is in the Chicago area.

Lester Zucker, Columbia branch manager and distributor chairman for the March of Dimes, held a meeting of distributor personnel last Monday in the Statler Hotel. All theatres in the Greater Cleveland area will participate in the March of Dimes collection, it is understood.

J. S. Jossey went to his old home town of Forsyth, Georgia, for the holidays. After that, he will travel through the south in the interest of his exploitation picture, "Mom and Dad."

MILWAUKEE

The Portage, Portage, Wis., has had the "Voice of the Theatre" installed, according to Manager R. D. Hutchings. The first use was made of the new sound system December 9, when "Story of GI Joe" played a return engagement in the house. The system is said to be the second installed in Wisconsin since the beginning of the war, the only other theatre in this state which had this system installed since the war being the Wisconsin, Milwaukee. There was no interruption in the schedule at the Portage while the system was installed. Made by Altec Lansing Corp., Chicago, it employs a speaker unit of about 104 by 108 inches, which produces sound much more pleasing to the ear than pre-war sound systems which most movie houses are still using. It is claimed that all distortion in loud climaxes is eliminated with its use. Regular patrons of the Portage, accustomed to the old sound system, remarked favorably after the Voice of the Theatre was installed.

Edward Paul of Sturgeon Bay, Wis., has announced the proposed erection of a new theatre soon. It will be called the Bay. Foeller, Schober, Berners, Safford & Jahn of Green Bay, are now drawing up the plans, which show that the new structure will be 53 feet wide and 145 feet in length, all fireproof construction, with 760 seats on the main floor and 160 in a balcony.

William Glodosky has resigned his position as manager of the Stanley, Stanley, Wis., operated by the Heywood Amusement Company, after having held it for more than 13 years. Captain Henry Thoreson has been named as his successor.

William F. Loibl has sold his interest in the Cedarburg, Cedarburg, Wis., to Cedar Theatres, Inc., the latter company now owning the Rivoli. The new owners advise that the Cedarburg will remain closed until it can be completely remodeled, making it more fireproof.

Melrose, Wis., a town of about 500, is to have a movie theatre second to none outside of the larger cities of the state. It will be called the Rose and will be erected by H. W. Ruecker, of Chicago.

The Gem, Platteville, Wis., is to be remodeled as soon as material is available. August C. Berkholtz, West Bend, Wis., is the owner and Myles E. Belongia and Urban F. Peacock are the architects, the latter being located in Milwaukee. Plans are now being drawn.

Plans are being prepared by Milwaukee architects for a new theatre to be started in Grafton, Wis., by spring, to be known as the Grafton. It will be owned by M & E Theatre Co., Milwaukee. The building will be 50 x 90 and will have air conditioning, a warm air heating system and modern insulation.

Although Madison, Wis., was thought to have enough show houses, the crowds attending those now operating convinced a large theatre operating company, name unknown at present, to start another neighborhood show house. It is to be located on Monroe Street and is to be started in the spring. As this is a good residential area, three theatre operators were said to be looking around as far back as Pearl Harbor time for one or two additional neighborhood houses, but, of course, the war stopped further building. It is claimed that at least two properties for prospective show houses were leased at that time, but as even remodeling was out of the question, the idea was dropped for the time being. Now it is definitely known that at least one such new show house will be started in a few weeks. Rumor has it that it will cost about $125,000, seat about 1000 and be a very modern structure.

WASHINGTON

Winners of annual awards of the Motion Picture Salesmen's Clubs of Washington were: John Fox of the Marva and Fox, Pocomoke, Md., $500 bond; M. Wolf, Charleston, W. Va., $200 bond; M. Pohl, Laurel, Md., $100 bond; K-B Amusement Co., Washington, $50 bond; Hippodrome, Baltimore, $50 bond; Elco, Portsmouth, Va., $50 bond; A. Ornoff, Lenox, Norfolk, Va., $25 bond; D. C. Query, Lincoln, Marion, Va., $25 bond.

Sidney Lust of the Lust Theatres and the Bethesda Kiwanis Club have joined forces to sponsor a series of free children's matinees on Saturdays for the Baptist Home for Children, at Lust's Bethesda Theatre. Plans are also being made for clothing matinees at the Bethesda as part of the Victory Clothing Drive, January 7 to 31.

Lt. Wade Skinner, formerly of the Navy,

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REGIONAL — *Continued*

has returned from Pacific duty to resume his affiliations with Warners. Formerly in the real estate department, his new job is that of executive secretary to John J. Payette, general zone manager.

Carter Barron, Eastern division manager of Loew's, gave a Christmas party at the Shoreham Hotel for his staff. A dramatic production of Little Red Riding Hood was put on, with Angie Ratto, manager of the Palace, playing the title role. Billy Saxton of Baltimore, played the wolf.

Frank La Falce, director of advertising and publicity for Warners, spent the Christmas holidays with his family in Newark. The La Falces had a double celebration this year, with Brother Rick at home for the first Christmas since he went into the Army three years ago.

Six Warner employes in the Washington zone celebrated anniversaries in December in honor of joining the organization. The members total 116 years of service. They include Leroy Thaddeus Hopkins, operator, Tivoli Theatre, D. C., 23 years; Frank E. Shannon, projectionist at the Earle, 25 years; Gustave Broche, projectionist at the Earle, 20 years; Daniel F. Nee, operator, Tivoli, Frederick, Md., 19 years; Charles F. Knipple, maintenance man, Tivoli, Frederick, 19 years; Katherine R. McGlynn, booking department, 15 years.

Fifteen hundred *Times-Herald* carrier boys and girls had their annual Christmas show party at the Tivoli, Washington, December 24. The picture was Roy Rogers in "Along the Navajo Trail."

Jerry Price of United Artists was elected president of the Motion Picture Salesmen's Club of Washington at a recent election in the Continental Hotel. Others elected include A. C. Benson, Paramount, vice-president; Glen Norris, 20th-Fox, vice-president; George Nathan, National Screen, secretary, and Phil Bobys, MGM, treasurer.

MONTREAL

John Davis, right-hand man to J. A. Rank, is expected to arrive from England within the next two weeks to make a general survey of Odeon's progress in Canada and the States. Other associates will also make the trip, but just who is not presently known.

Eastern division manager of Odeon, C. J. Appel, was down from Toronto, according to Gordie Dann, and while here stopped in to see Hap Taylor of RKO, who has been bedded with the grippe. Hap's up and around now but taking it easy.

Alf Goulet will institute "Auction Night" at the Verdun Palace starting in the new year. In the Montreal version, members of the audience offer unusual articles for sale by auction and other patrons do the bidding. Articles that come up for auction have included even ladies' slips, and many are the laughs.

Columbia will embark on its 25th Jubilee Campaign at the first of the year. It will run until June 30.

Tommy Cleary of Consolidated, claims half the staff is away with colds. The same complaint is general all along the line. There is hardly an exchange office where less than three have the bug.

Babe Coval, formerly here and later in Trinidad, B.W.I. for Warners, is now in Toronto recuperating. The climate did not agree with Babe and he lost considerable weight. In the interim, he made a trip out West and business acquaintances say he now looks more like his old self.

Advance sales for New Year's Eve performances was tremendous, with Loew's sold out on the 27th and the other four first run houses also over the top early. Nearly every cinema



in the city had vaudeville of some nature or other to back up the film fare. There was no price increase anywhere.

The five first runs showed as follows: Loew's, "The Dolly Sisters"; Capitol, "State Fair"; Palace, "The Stork Club"; Princess, "George White's Scandals" and at the Imperial, "I Love a Band Leader."

Regal Films recently held its annual office party, not to be confused with the Yule and New Year variety. For the event, Hilly Cass had a piano brought in, but at the last minute it was necessary for a tuner to hi-tail it over to tighten up the odd keys.

Herb Mathers of Empire-Universal is busy preparing for the influx of films due from France. The company plans to go after the Quebec provincial market in a big way. There are 30 pictures on the way over, all of which have been produced since the industry got started following the invasion. There are a few films which were produced before and during the occupation also on the way. E-U will continue to use dubs on English productions and is pleased with the success achieved to date. Best spots are Quebec City and the Orpheum here. To handle the special crew doing promotion, Larry Druxerman will come down from Toronto where he has been for the past two years. He is a brother of Dave Druxerman, manager of His Majesty's.

Plans for Odeon's ultra-ultra Montreal cinema are said completed and artists' conceptions of the house will soon be available. Location is still a deep, dark secret.

In Ridgeway, Ont., a 500-seat theatre will be built by B. Ziff, owner of the Parkway, Toronto. Air conditioning and a structural steel front with lots of glass will be the main features. Cost figures to run to $30,000.

A mammoth first run house will be built by Famous Players in Lethbridge, Alta. It will go up at Fourth avenue and Eighth street, with the cost to exceed $200,000. Other details are lacking at present, as plans are not fully developed.

In Ottawa the aldermen are squawking quite some about movies not considered conducive to good morals. They have urged that advertising carry a note designating whether the pix are for adult, child or general consumption. The main complaint is that there are too many advance posters showing the use of firearms, said being particularly offensive if they are pointed at someone. They claim if steps are not taken, the situation will result in an increase in juvenile delinquency.

PITTSBURGH

Mr. and Mrs. George Notopoulos of the Penn and Capitol Theatres, Butler, Pa., are the parents of a baby girl, born Thursday at the Magee Hospital, Pittsburgh.

A son was born to Mr. and Mrs. Allen Tolley at St. Margaret's Hospital here December 26. Father is employed at the local MGM exchange and just recently received his discharge from the Army.

H. E. Hammond, who owned and operated the Lyric, Erie, Pa., for almost 30 years, passed away at his home there this week after a short illness.

Irving "Danny" Davis, sales representative for Columbia, and one of the most beloved members of the industry, suffered a heart attack on Friday morning last and died on Saturday in the Mercy Hospital, Pittsburgh. He had attended the Columbia Christmas party the day before and apparently was in the best of health. Surviving are his widow, one brother and two sisters. Funeral services and burial were held in Jeannette, Pa., his home town.

The Ford, ace of the two houses operated in Ford City, Pa., by the Dipson Theatrical Enterprises, was totally destroyed by fire last Friday. There were no casualties, no one being in the theatre when the fire broke out, and the cause of the fire is as yet undetermined.

James Petrie, shipper for 20th Century-Fox, was inducted into the Army January 2. His successor, John Prioletti, has just received his discharge after more than three years in the Army.

VANCOUVER

The reform element is still hitting at gangster films and radio programs, demanding their exclusion on the grounds of corrupting youth. A leading newspaper here, taking Sam Gilman, view, declared that considerable delinquency existed [illegible] and that both pictures and radio stress the fact that crime does not pay.

Catherine Graham, wife of Levy Graham of the Strand and Princess, Prince George, died December 26 in her 71st year. A son, William, survives.

Jack Smith, veteran projectionist at the Strand, Vancouver, will be nominated for induction into the 25-year club of Famous Players at the second annual meeting in conjunction with the Circuit's 26th anniversary, to be held January 31 at the Hotel Vancouver.

Two British-Columbia exhibitors were elected aldermen this week. They are Guy Graham of the Park, White Rock, and Howard Fletcher of the Hollyburn, West Vancouver. Tillie Fox of the Granada, Grand Forks, was defeated.

The Christmas week was not a good one for theatres here, with family celebrations keeping theatres empty. A flock of turkeys were given away in prizes to the few who ventured to attend the houses. A tremendous New Year's Eve with capacity audiences, however, was the order of the day, which made up partially for the wounds of the preceding week.

Christmas parties were held at Famous-Players, Odeon, Empire-Universal and the Film Exchange Union.

A further request has been made by the industry on behalf of theatres and the cinematographs branch of the Province of Saskatchewan, for the elimination of censorship fees on subsequent prints as a means of maintaining present methods of censorship and shipping. The reason for the request is that the extra cost of shipping all prints from Winnipeg to Regina to be censored is too much. Previously it was all done in Winnipeg.

The Surrey Junior Chamber of Commerce is planning a 450-seat $15,000 house at Cloverdale, British Columbia. The area is a farming com-

munity 26 miles from Vancouver. Presently, patrons have to go to either White Rock or Lengley Prairie, both six miles away. A new house will also be built by Vancouver interests at Ladner, British Columbia, which will do away with the presently outdated upstairs theatre, looked on with disfavor by the Fire Department.

Russian theatres will show a 60-minute film showing how Canadians live, Canada's war contributions and the country's potentialities, the National Film Board has revealed.

Owen Bird, assistant manager at the Paramount, has resigned and will move to Golden, British Columbia, where he will operate a 16-mm. circuit of four towns in the Golden-Windermere district in the Rocky mountain section of the province. Les Toffee, who operates the Ladner, is a partner in the circuit. Doug Luff, Paramount shipper, takes over the booker job and is succeeded as shipper by Ken Anderson of Regal Films. Rod McArthur, in the Navy for the past three years, takes over his former position as shipper at Regal exchange.

The 20th-Fox film, "And Then There Were None," held up by the censors for the last month because of too many murders, is expected to be seen soon on British Columbia screens, because it is considered a top mystery and not a gangster film.

The end of the war was the cue for the production of Government documentary films in color, which had been under consideration for some months. Production got under way this fall with the initial release being a one-reeler entitled "Salmon Cycle," dealing with British-Columbia salmon fishing. The NFB is using Cinecolor blow-ups from 16-mm. originals in its "Canada Carries On" series, distributed by Columbia. "World in Action," distributed by United Artists, will remain black and white, the NFB has announced.

CHICAGO

The Chicago Youth Conference, representing 25,000 high school pupils, voted "Song to Remember" as the number one film of the year. Others in order of their selection were "Music for Millions," "Rhapsody in Blue," "Thirty Seconds Over Tokyo," "Thrill of a Romance," "House on 92nd Street," "Winged Victory," "Three Caballeros," "Along Came Jones" and "The Enchanted Cottage."

The MGM exchange reports William Langdon, Paramount, Aurora, as the winner of the "Dorian Gray" contest of the Great States Circuit. Others who won prizes were Art Blair, Fischer, Danville; Edward Toerpe, Orpheum, Galesburg; Emil Ruberti, State, Gary and Rudy Born, Crocker, Elgin, Ill.

Commissioner Edmund K. Walker has dismissed the case against Charles Fine, member of the Operators Union, for his attempt to sell a print of "Going My Way" to the Paramount exchange. Fine claims he purchased the film at an auction. It was ruled the case did not infringe copyright laws.

Chicago theatres report holiday shows as the best in years, with New Year's Eve prices doubled over regular admissions.

George West, Monogram St. Louis and Cincinnati franchise holder, is moving his family to Hollywood and plans to become an associate producer on the Monogram lot. He will retain his holdings.

Carroll Morten has joined Henri Elman's film sales department.

The newly organized Variety American Legion Post of Film Row members, will hold their first meeting at the Variety Club, January 6.

William Goetz of International Pictures is writing all club members here asking cooperation on the showing of "Tomorrow Is Forever."

Sam Shirley, MGM district manager, is in California for a holiday visit with his family.

The Sante Fe Railroad is reported as making a survey of motion picture equipment with a view to showing films on its crack trains in the near future.

Christmas loop openings included "Bells of St. Mary's" at the Woods; "They Were Expendable" at the United Artists and "Mildred Pierce" at the Roosevelt.

Bob Brose has been named city manager for the Alliance Circuit. Sgt. John Manta Jr., nephew of Alex Manta, has been discharged and will re-enter the business after a brief rest.

Dallas Capehart, Operators Union attorney, has been discharged from service. Pete Sareilli, released from the Navy, is back with the union. Edward R. Reilly, veteran member of the union, is dead.

Edwin Hoskins plans to open a theatre at Viola, Ill. He will have showings in the evenings and Sunday matinees. Will Tharp will build a 550-seat theatre at Albany, Indiana, to cost $35,000. Work will get under way at once.

A. B. McCollum, owner of the Blackstone, Dwight, Ill., is celebrating the 25th anniversary of the house.

Robert Velaise of Alexander Korda's staff is visiting here with Mort Van Praag of Supreme Pictures.

Bertram Willoughby, president of Ideal Films, is on the west coast making an inspection of the company branches in that territory. He will be back in late January.

Corp. W. W. Glassberg, theatre equipment executive, has been discharged from the Army and is visiting in Minneapolis.

Irving Mandel, Monogram exchange director, has gone to Florida for a month's visit.

Paramount and Balaban & Katz have signed with NBC for 52 live station breaks each week for 1946. Breaks will be one minute each. Radio will be used more than ever in advertising films in the Chicago territory in 1946.

Raymond J. Shosberg of the candy sales department of the Paramount Theatre Circuit, has returned after an extended tour of the territory.

Paul Kreft and Fred Pritikin, Army dischargees, have joined Bell and Howell as manager of print sales in the film division and junior film librarian, respectively.

Bob Johnson, Army dischargee, is now assistant manager of the Woodlawn.

The Elco broke all Victory Bond sales records with a $250,000 sale in connection with a personal appearance of the Quiz Kids.

Phil McCormick, formerly with the Army Air Corps, has returned to the Roxy.

Ted Tod, former Warner Washington story representative, has returned to his prior position as director of the publicity department for the Warner Chicago exchange.

Jake Wilk, Warner production department, was a visitor here before going to Memphis for conferences.

James A. Cunningham has been appointed chairman of the March of Dimes campaign for Cook County, which gets under way here January 14.

Jones, Linick and Schaefer's annual Christmas party took place at the Variety Club December 21. Sixty-five members of the McVickers, La Salle and Homewood Theatres attended.

The 20th Century Theatre, consisting of a two-story building containing an 850-seat theatre, four stores and 10 offices has been sold for $100,000 to the 20th Century theatre Building, Inc. by Harold Perlman. Jack Kirsch of Allied is secretary of the buying corporation.

Another film travel show will get its start here, with the opening on January 12 at Orchestra Hall of Julien Bryan, showing Peru in color. Films of Chile, Bolivia, Paraguay and Colombia will follow, with the series ending February 9. The annual Burton Holmes film tour will start in February. Both are under Walter Everest Tour Management.

Variety Club, Projectionist Plays Santa

With Santa Claus having a bit of tough sledding in Grand Rapids, Mich., because of the heavy Yuletide demand for his services, Projectionist Jack Dolph of the Center Theatre and Clive R. Waxman, chairman of the Heart of Variety Committee, staged a plan to help the old fellow.

Dolph has a spare-time hobby wherein he employs woodworking machinery to make toys which his wife paints. Accordingly, he asked Variety Club's Chief Barker Walter Norris if his organization could distribute the toys to the kiddies who needed them. With Norris responding enthusiastically in the affirmative, Dolph and Waxman set up a screening of MGM's "Son of Lassie" at the Blodgett Hospital for Crippled Children, where the children received 50 of Dolph's wooden toys. Eye witnesses declare that the screening and toys provided the youngsters with the happiest Christmas they'd had in a long, long time.

PORTLAND

With the lifting of the ban in part on building materials, a half hundred theatres in the Portland trade area are being built or being remodeled. This is due in part to a number of changes in ownership of suburban theatres, which are getting a small supply of new equipment and putting in new and much needed building materials.

A wave of influenza is just now sweeping Oregon and Washington, which together with Christmas shopping, has put a crimp in theatre attendance.

Leading major and minor film companies report a number of new accounts, with some weeks being hard pressed to furnish much-desired features.

E bond sale of Victory Bonds amount to almost $200,000 a day, sponsored by Oregon theatres with the help of several thousand pairs of nylon hose for the ladies.

Showing at Portland's first runs: "The Spanish Main," Paramount; "Love Letters," Orpheum; "Mildred Pierce," Music Box; Liberty, "You Came Along"; "Dakota," Broadway; "Week-End at the Waldorf," United Artists.

Jack Kloepper of Classic Features is back from Puget Sound area and Seattle.

Frank L. Willard has announced he will shortly start construction of the first motion picture theatre in Parkland, Wash., a 400-seat house to cost $35,000.

Ike Weskerskow, who formerly operated theatres in Union and Elgin, Oregon, has purchased the Molalla at Molalla, Oregon.

Lou Amacher of the MGM exchange, Portland, Charles Powers, manager for 20th-Fox and Willard Gamble of the Capitol, announced the opening of Portland Film Club, on December 19. Many friends, both in and out of the trade were in attendance.

Art Adamson, well known theatre circuit operator, has announced extensive remodelling of his houses at Albany, Oregon.

Mr. and Mrs. H. Dahlgren have announced the purchase of the Rainier Theatre, Rainier, Oregon.

Jack Matlack, exploiteer for J. J. Parker Theatres, Portland, reports a successful trip over the hot desert sands, and into the cloistered ranks of the Shriners.

Longview, Wash., first runs: Roxy, "The Young in Heart" Kelso, "Wildfire"; Columbia, "Pride of the Marines"; Liberty, "Song of the Prairie."

A new idea in screen entertainment was introduced on Christmas Day at the Telenews Theatre, Tacoma, Wash., in combining a news-

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reel program with an outstanding feature attraction. New sound equipment has recently been added.

The Interstate Theatres, owners of theatres in Medford, Ashland, Grant Pass, Yreka and Weed, Cal., have announced the erection of an 800-seat house at Central Point, Ore. Walter H. Leverett is owner-manager of the houses.

Theatre executives of Portland and hundreds in the trade on Film Row sent felicitations to Ted R. Gamble on his January 9 dinner in New York City.

The Post Street Theatre, Spokane, is successfully putting on a series of Swedish productions, with initial showing being "There Burns a Fire."

Having no daily papers for the past 30 days in Seattle, theatre advertising staffs have turned to the commercial sheet, the Seattle *Daily Journal of Commerce*.

Manager Conners of Hamrick-Evergreen Theatres, Tacoma, has announced as his assistants Russell Schmidt, Music Box; John Owsley, Rialto; Les Allen, Telenews; Lester Fagg, Roxy; B. Schoeffler, Blue Mouse and H. J. McMillen, pioneer theatre manager, at the Temple.

Mrs. J. J. Parker of Parker Theatres, Portland, and the *Oregonian*, jointly gave a special invitation to the members of the armed forces stranded in Portland, for a special morning Christmas Day performance, providing the feature, "Mexicana."

TORONTO

Two of Canada's leading film critics, Roly Young of the Toronto *Globe and Mail* and Jack Karr of the Toronto *Star*, have given special attention to documentary features in picking their best films of 1945. Young played up "The Fighting Lady" and "The True Glory," as well as "Wilson," which he classed as partly documentary. Karr selected two groups and, in the factual category, he listed "The Fall of Berlin," "Fighting Lady," "The True Glory" and "We Accuse." Karr's entertainment list, in alphabetical order, comprised: "Anchors Aweigh," "Blithe Spirit," "Colonel Blimp," "Murder, My Sweet," "The Princess and the Pirate," "A Song to Remember," "State Fair," "The Story of GI Joe," "The Way Ahead" and "Wilson."

Two doors away from the Belsize Theatre in North Toronto, the slaying of Meyer Tobias by gangsters took place in his store, and it was Rita Munro, cashier of the theatre, who gave the alarm by phoning the police and a doctor. She also provided the information that the wife of the victim had entered the theatre only a couple of minutes before the shooting. Mrs. Tobias was allowed to remain in her theatre seat for practically an hour during which time the police studied the scene. Manager Ed Collins of the Belsize also used good judgment in keeping the news from the audience.

Lawrence Ryan, assistant manager of the Biltmore, Oshawa, had a crime experience in which he figured in a hero role. After everybody had left the theatre at midnight he was making the rounds for a final checkup, when he was accosted by a gunman in the balcony. Ryan refused to hand over his money or open the safe and the thug dashed from the theatre.

The 16 members of the B. & F. Managers Association, Toronto, elected the following officers for 1945: President, Leo Bloom, Century; Treasurer, William Collins, Bellevue; Secretary, Dorothy St. Edwards, York; Publicity, Arthur Magee, Oxford; Directors, Charles Ingram, Parliament and G. Hall, relief manager. The association wound up the year with a dinner at the Murray House, Dec. 30, for the managers and their wives.

Warner Distributing Co., Toronto, expects to move into its new Canadian head-office, Carlton and Church Streets, on February 1, after months of delay due to lack of suitable building materials and scarcity of skilled labor.



FILM DISCUSSION. Lester Cowan (Left), producer of United Artists' "Story of GI Joe," is shown here in a recent discussion with C. N. Hilton regarding the former's forthcoming production, "They Couldn't Stop Him," based on the fabulous rise of Connie Hilton, with the scenes laid in the 14 Hilton hotels across the nation. Loring Schuler is scripting.

Outstanding among the scores of special treats for juveniles during the holiday season, was the co-operative arrangement at Windsor, Ont., where four theatres provided free shows for 8500 children under the auspices of the Children's Christmas Cheer Committee headed by W. H. Vaughan. The four theatres, Capitol, Temple, Royal and Tivoli, also assisted in the raising of a fund of more than $19,000 to provide articles for the poor.

Ralph G. Tiede, manager of the Community, Welland, has received a handsome desk lighter and a photo autographed by Claudette Colbert as one of the prize-winners in the managers' promotion contest for "Tomorrow Is Forever," which was conducted by International Pictures throughout the United States and Canada.

Glenn Ireton, public relations director for Warners in Canada, has added to his staff by the appointment of Margaret Madigan as secretary. Miss Madigan is well qualified for the work because she is a graduate in journalism, was a former radio artist and has had experience in advertising.

The Toronto Film Exchange Employees Local 73-B, which recently secured an agreement with Regal Films, Toronto, is now reported to be organizing the staffs of RKO Radio, 20th Century-Fox and Columbia in Toronto. The union has elected the following officers: President, Tom Sharpe, 20th Century-Fox; Vice-President, William McGuire, Warners; Secretary-Treasurer and Business Agent, Tillie Garr of Regal Films and Directors Sam Shapiro, Max Applebaum, Catherine Gillies and James Fletcher, all Warners, and Ann MacLean and Betty Samuels of Regal Films.

Agencies for Canada have been appointed for several popcorn vending machines which are only now being introduced in theatres of the Dominion. Paul Maynard of Alliance Films Limited, Toronto, has secured the Canadian rights for the Manley line; Canadian Automatic Confections Limited, Toronto, is to distribute the Viking models and Theatre Confections Limited, a subsidiary of Famous Players, has taken on the Cretor machines.

In cooperation with a music firm, C. W. Lindsay & Co., Manager Ernie Warren of the Elgin, Ottawa, staged a widely-succession contest for 50 passes for the New Year's engagement of "Kiss and Tell," in which the public was invited to supply the titles of popular songs in which the words "kiss" or "tell" were included.

The Hillcrest, a neighborhood house in Northwest Toronto, underwent a face-lifting job and was re-opened in all its brightened glory before the close of the year. It is operated as a unit of the 20th Century Theatres Circuit.

Manager L. E. Osier of the Biltmore, Oshawa, had three morning shows for juveniles in a row, thus outdoing the many other exhibitors who were content with one special performance for the kids. Entirely separate from the regular program for December 27-29, the feature of the early show each day was "Snow White and the Seven Dwarfs."

Manager Al Perly of the Midtown and Manager D. Baecher of the Circle, both of Toronto, combined in promoting a "Cartoon Party" for the youngsters during the school-holiday week.

Toronto's first-run theatres did not bring in a different picture this year for the New Year's Eve midnight shows. They adopted the policy of playing the regular program for the extra show and running continuously until closing time around 2:30 a.m. Higher prices were not charged for the performance starting at 12 o'clock. In past years, the theatres had advance sales, special prices, different attractions and noise-makers.

Theatre managers reported generally better business the day after Christmas than on the actual holiday. Most of the stores and offices were closed December 26, people had recovered from Christmas feasting and, besides, the weather on Christmas was not pleasant. Some theatres staged midnight shows on the night of Christmas Day rather than on Christmas Eve, and found this arrangement paid nicely at the wicket.

NEW YORK

New York exchanges this past week contracted little business and from the visiting viewpoint, were like a morgue, as most exhibitors remained at home or at their theatres and salesmen left them alone. One of the few theatremen to come was Lee Newberry, head of the circuit bearing his name, who made one of his infrequent trips to the exchanges.

No sooner did Ralph Pielow and Jack Bowen, MGM exchange executives, recover from the flu and return to their offices, when Pielow's secretary, Madeleine Anderson, come down with the grippe and her temporary replacement, Helen Levy, also became similarly affected.

Frances Harris, for some years Carl Leserman's secretary at United Artists, has resigned to follow her former employer to the coast.

Four Columbia employes received service discharges last week. They were Homer J. Schmidt and William Abrams of the Seattle and Buffalo exchanges, respectively, and Samuel Geison and John E. Kaufman of the home office.

Two MGM exchange girls married last week, both to a Friedman, but not the same man. Jackie Starr, who handles box-office accounts, married Will Friedman, accountant and former MGM booker. Anita Schulman of the contract department was the other girl.

Paramount added two publicists to its staff this week to work with Alec Moss, exploitation manager. They are Fred Goldberg, former Army photographer, and Lt. Col. Joseph A. Callahan, former chief of the Provost Marshal's Office, Inspection Branch.

Joseph Goldenberg has been made ad-sales manager at 20th-Fox succeeding Edward Hollander, who has gone into business for himself.

The Paramount Choral Society performed December 26 in Grand Central Terminal and will sing at the Andrew Freedman Home for the Aged January 30.

Mitchell Rawson of MGM's publicity department is recuperating at home from internal injuries suffered when he fell on icy pavement recently.

Charles Webb of Columbia's publicity department has gone to the coast as a unit man. William Harrison of the art department, is back at his board after a long illness.

Tom Farrell, former MGM Long Island booker, is en route to Shanghai where he will

take over as office manager temporarily.

United Artists' home office publicity department has instituted a new type of newspaper service, designed to publicize the company's forthcoming product to a greater degree than ever before. Rotogravure editors are now being serviced with pictorial art augmenting the mat service which now goes to more than 2000 editors.

Jim Brady and I. J. Schmertz, 20th-Fox mid-eastern district and Cleveland branch managers, respectively, visited the exchange and home office last week.

Virginia Aaron, MGM New Jersey booker, and Lou Allerhand, New Jersey salesman, were both ill with the grippe last week.

Joan Roggen, Paramount pressbook writer, has been transferred to the company's West Coast office.

A party for MGM's foreign department employes was given by Arthur Loew last Friday at the Astor Hotel.

Lou Burlon, Henry Bachman and Emil Borsellino, all Army dischargees, have returned to Paramount's accounting department.

Walter Doray, discharged from the Army after Japanese service, is back with RKO.

Fred Steinkamp, electrician at the 175th Street, is recovering from internal injuries and a broken arm after falling from a ladder at the theatre during a storm.

Harriet Kaplan, play editor and assistant to Michael Todd, has joined MGM as assistant to Howard Hoyt in the play department.

The Palace, Brooklyn, has been given a new paint and redecorating job.

Peter Annie, former usher at the Capitol, has been discharged from the Navy. Percel Burton, captain of ushers at the 116th Street, has been inducted into the Army.

Eddie Stokes, formerly of the RKO playdate department, has been discharged from the Army, as has Lt. Col. John O. Ahlberg, who is en route back to his former post of head of the company's sound department.

Dorothy Shifrin, MGM home office fifth floor receptionist, will be married in early January to a sailor and she will resign her position to go to Evansville, Indiana, where the couple will reside.

Motion Picture Associates elected officers for 1946 at a meeting of members held at the Piccadilly Hotel this week.

BUFFALO

Ralph and Alberta Maw, MGM Minneapolis district manager, spent the Christmas and New Year's holidays in town.

Frank Minor, owner of the Casino, was found dead in his car of a heart attack last week.

The local Variety Club had a gala New Year's Eve Party.

Al Becker of Becker Theatre Supplies, is remodeling his quarters preparing for a big year in 1946.

National Theatres, Columbia and RKO celebrated Christmas parties in their respective offices, with 20th-Fox at the Variety Club offices and Pam-O Film exchange with a luncheon at the Touraine Hotel.

DES MOINES

Ernest O. Ellsworth, 72, veteran Iowa film exhibitor, died at his home of a heart ailment the day after Christmas. He was owner-manager of the Metropolitan Theatre at Iowa Falls, from its opening in 1899 until his retirement last year. He was one of the oldest exhibitors in the state and had operated the Metropolitan with stage shows until the movies came.

C. V. Schofield will build a new theatre at Lansing, Iowa, on the site of a home which has been razed.

R. D. Klinefetter has taken over the Palace at Peterson and renamed it the Roxy. The new owner has purchased new equipment for the house, which will seat 300.

The Avalon Amusement Corp. which owns the Avalon Theatre at Des Moines, is building a new house in south Des Moines. The building is 50 by 100 feet and will have a much larger seating capacity than the present theatre.

Arnold Johnson is remodeling both his theatres at Onawa. The Onawa is being redecorated and is almost completed. The Iowa, an A house, will be widened to include more seats.

The Strand Theatre, which is undergoing a $50,000 face-lifting job, is expected to be ready for operation on January 15.

Slogan a la Carroll

The Associated Theatre Owners of Indiana have a legend borrowed from Earl Carroll posted over the entrance to the Indianapolis office. It reads: "Through These Portals Pass the Best Men in the Motion Picture Industry—The Indiana Exhibitors."

BOSTON

Good news for theatres came with the announcement that General Electric in this area will expand by several thousand additional employes. Charles E. Wilson, president, said that the company plans a nationwide expansion program which will provide employment for thousands of persons.

All downtown M. and P. Theatres ushered in the New Year with midnight shows December 31. The Metropolitan and Paramount presented the pre-release of "San Antonio." The Metropolitan had the biggest advance ticket sale in its history for this feature. Most of the shows ran until after three a.m.

Ken Parker, recently returned from the West Coast, visited his family in Boston for Christmas. He will leave shortly after the New Year for Meriden, Conn.

Sam Lefkowitz, United Artists district manager, was in town.

Universal's salesmen are on a two-week vacation. Robert Ungerfeld, Universal, is now in New York.

Betty Quigley of Universal has announced her engagement to Donald Blais who has been discharged from service and about to start a new job.

The United Artists gang all celebrated with a real party last week to bring in the Yuletide season. Starting at a cocktail party, they went to the Latin Quarter for dinner and an evening of dancing.

Ruth Shapiro is on leave from United Artists in Florida and will not be back for two months.

More than 1200 youngsters from 15 Boston institutions were tendered a Christmas party this week in the RKO Boston Theatre by Mr. and Mrs. David Lilienthal of Brookline. The children, many of whom hobbled to the theatre on crutches, were given the time of their lives watching movies, enjoying the entertainment and receiving toys, games and goodies. Mr. and Mrs. Lilienthal began this unique party 12 years ago to enable many of these underprivileged youngsters to see a movie and a show at least once in the year. Emil Groth donated theatre and staff for the party at the RKO Boston. The police provided bus transportation and an escort.

OMAHA

Columbia's Omaha exchange is all decorated in silver and blue to herald its 25th anniversary drive.

Karl Howe, who resigned this week as RKO branch manager, slipped and broke an arm on the icy streets.

Howard Kennedy is back in Broken Bow to take over the Bow Theatre, after receiving his discharge from the Navy. Howard was a first lieutenant

Herb Berman, Columbia salesman, is spending a Christmas vacation in New York, his former home.

Morris Smead, Council Bluffs exhibitor, has left for California, where he will spend several weeks.

Virginia Stahmer, former secretary to Alice Neal, Warner office manager, has returned to her old job.

Bob Wolheim, Columbia salesman and his family, spent the holidays with his wife's parents at St. Joseph, Mo.

Betty O'Brien, formerly with Republic here and who recently resigned from the Marines, is the new secretary to Frank Hannon, Warner branch manager. She succeeds Libby Lincoln, resigned.

Joe Jacobs, Columbia branch manager, spent part of his Christmas vacation in Minneapolis.

Marjorie Stiles of Warners had a wonderful Christmas present in the arrival home from the Navy of her husband, Rolof, who has been discharged.

Fred Fejfar, first booker at MGM, spent Christmas at Yankton, S. D., where he got his share of pheasant hunting.

Mary Baret, RKO booker, was to be married here January 5 to Gordon Olson, also an Omahan. Gordon recently arrived back in the States from the European Theatre, and has received his Army discharge.

Elvira Roslund, RKO cashier, was in Lincoln over Christmas.

Earl Barclay will take over the theatre at Stromsburg, January 1. The seller is Mrs. Laura Moorehead.

Theo Artz, MGM stenographer, is back after a Christmas visit to Kingsley.

MGM employees presented Jerry McGlynn, branch manager, with a desk set at the annual Christmas party.

Irma DeLand, RKO stenographer, ate Christmas dinner in Osceola.

Joyce Rodda, bookkeeper for MGM, was in Storm Lake, Ia., Christmas day. Betty Berndt, head of the contract department, visited at Spaulding.

Paul Fine, Columbia salesman, is spending his vacation with relatives in Des Moines.

COLUMBUS

Louis C. "Daddy" Goldsoll, oldest member of Tent No. 2, Columbus Variety Club, died last week at the age of 89. A resident of Columbus for 25 years, Goldsoll at one time operated the old Hippodrome Theatre, since converted to a storeroom. A son, Jeffrey Goldsoll, is owner of Budd & Co., jewelers, and in recent years, "Daddy" Goldsoll had been associated with his son in the firm. Goldsoll is survived by another son, Myron Gray Goldsoll, New York City; two daughters, Mrs. Madolyn Levit, Charleston, West Virginia, and Mrs. Irene Sachs, Chicago, and three grand-children.

Several hundred persons in the Saturday matinee audience at the Hartman Theatre were oblivious to three pieces of fire equipment and a police safety car that responded to an alarm. The alarm came after a spectator reported he smelled smoke, which firemen traced to a piece

(*Continued on Page 26*)

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New Mirrophonic Sound
JOE HORNSTEIN *has it!*

REGIONAL — *Continued*

of smoldering waste paper that had been ignited by a cigaret in the women's rest room.

Joe E. Brown and General Robert S. Beightler, commander of Ohio's famed 37th Division, were reunited here during Brown's appearance in "Harvey." The stage and screen comedian called Gen. Beightler out of the audience and presented him to the home town folks. In turn, the General revealed that Joe killed two Japs on northern Luzon last summer. Joe also accepted the General's invitation to ride in a lead tank, as the Buckeyes took the Luzon village of Bambang.

Heart committee of the Variety Club, headed by Leo Yassenoff, staged an early morning Christmas party for children at Nightingale Cottage. There were individual presents for each boy and girl in addition to baskets of fruit, cookies, candy and nuts. A western was shown following the distribution of gifts. Other members who worked on the holiday party included Lou Holleb, George Anagnost, Walter Miles, Leo Haenlein and Harry Simons.

Betty Jane Hiner, Ashland, Ohio, co-ed at Ohio State University, is on her way to Hollywood for a voice audition with Columbia. The 19-year-old music student, who was graduated from Ohio State at the autumn quarter commencement, is going to the film capital with great confidence in her ability to make good. Until a few weeks ago, when the offer came, she had planned advanced musical study in New York City.

Dr. Wayne Brehm, chairman of the board of trustees of the Franklin County Memorial Auditorium, said that the board's decision about a site for the $4,500,000 structure would be made by the end of January. The favored site, on West Broad Street at the end of the Broad Street Bridge, contains nine acres and would cost an estimated $500,000.

Along the Main Stem: "The Bells of St. Mary's" was booked for a full week at the Palace, rather than the usual four days; it's predicted the film will be around the Palace and Grand most of January; Claud Stevens is the new daytime doorman at the Ohio; Betty Dunnick, relief cashier at the Ohio, is the new full-time how-many girl at the Palace; colds and flu have seriously depleted local theatre staffs; Joseph Holleran, Ohio assistant, was laid up for a week with the flu.

PHILADELPHIA

Harold O. Hogan of the Warner sound department was sworn in as a full naval commander just before he started his terminal leave. He is now back at work in the sound department.

Bobby Bien, former member of the Warner Theatres publicity department and now a traveling manager with the USO Hospital Circuit, was a holiday visitor. He reached town in time to attend the Warner Club Christmas party.

Ronald Anthony is the name of the new born son to Pete and Laura Magazzu in the Hazelton State Hospital recently. Pete is one of the well-known exhibitors in the coal regions.

Helen Mahoney, Warner Club secretary, has been out ill.

Morton Sablosky, son of Abe Sablosky, Philadelphia circuit head, has become engaged to Elayne Lustgarten of Jackson Heights, Long Island.

The new attraction sign at the Savar, Camden, has been getting plenty of attention from the customers. Even the officials from Warners' Stanley came to give it the onceover.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

Judge Varbalow of the Savar Amusement Co. had to give away his cocker spaniel because his children were allergic to the hair of the animal. The first week the dog joined his new family he was taken to Florida for a vacation. Who ever said anything about a dog's life?

Elmer Hollander of the Stanley Warner film buying department, has resigned. He will become affiliated with PRC.

Dick Kirsch, former manager of the Queen, Wilmington, who had been stationed on Iwo Jima with the Army Signal Corps, was home for the holidays, according to his sister, Sara Kirsch, of the Universal billing department.

Harry Brillman, Film Classics office manager, is back at work after a tough bout with pneumonia.

Frank L. McNamee, prominent theatreman, last week turned down an opportunity to become a contender for the chairmanship of the Democratic State Committee to succeed David L. Lawrence, mayor-elect of Pittsburgh. Although it was almost certain that McNamee would get the job, he gave the press of private business as the reason for declining the offer.

Dave Weinster has moved his affiliation to the Ambassador Theatre.

Labe Neidorf, who left for Army service several years ago, has been discharged and is now the assistant manager at the Midway Theatre.

Anita Felt, daughter of Louis Felt, prominent theatreman locally, is now studying dramatics in New York.

Morris Dovberg, manager at the Allegheny, was operated on this week for the removal of a growth at the end of his spine.

Orpheum H. Fischer, architect and husband of Marian Anderson, the famous singer, is reported designing a theatre for his brother-in-law John Hopkins, a theatre operator in Wilmington, Del.

MEMPHIS

For the first time in the history of the Loew's State midnight shows for the benefit of the *Commercial-Appeal*-American Legion Christmas Basket Fund, the house was sold out here. Bill Kemp, manager, worked hard and sent his employes out to sell tickets in the stores. The capacity crowd saw a picture, two bands and vaudeville acts. With admission set at 60 cents, the Christmas Basket Fund benefited by slightly more than $1250.

M. A. Lightman, Jr., who has returned from service, has purchased a new home.

The board of directors of the Memphis Variety Club selected Herbert Kohn, general manager of Malco Theatres as chief barker, to replace M. A. Lightman, president of Malco, who held the post for some time. Tom Kirk, branch manager of Republic, was named assistant chief barker; J. A. Prichard, Universal branch manager, second assistant chief barker; Bailey Prichard, branch manager of Monogram, dough guy, and Ed Sapinsley, Malco city manager, property master.

Jim Barnes has been appointed manager of the Warner here, replacing Col. Howard Waugh, who left the first of the year to go to Mexico City to enter production. Before entering service, Barnes was one of the youngest managers in the south, being manager of the Warner under Colonel Waugh before he was 18 years of age.

Bernhard Signs Romantic Leads

Producer Jack Bernhard has signed Virginia Grey and Kent Taylor for the romantic leads in Universal's mystery-comedy, "Notorious Gentleman," with Charles Barton directing. Jane Adams, Milburn Stone, Danny Morton, John Litel and Samuel S. Hinds were assigned feature roles in the film.

Nadell Joins STR As Technical Editor



Aaron Nadell

Aaron Nadell, long associated with the industry as a writer on technical subjects concerned with projection, theatre construction and equipment, this week joined SHOWMEN'S TRADE REVIEW'S editorial staff. Mr. Nadell will serve as Technical Editor, a post in which he will devote the major part of his time and talents to the editing of this publication's special technical service, The Motion Picture Theatre, Equipment and Maintenance, published every fourth week, and will make his bow as editor of that feature with the issue of February 2.

Nadell has been closely associated with technical phases of the motion picture theatre since 1928. His articles on various phases of technology have appeared frequently in SHOWMEN'S TRADE REVIEW and other publications in the industry. He is the author of "Projecting Sound Pictures," "Understanding Theatre Television" and other books dealing with theatre technics; and was F. H. Richardson's collaborator in preparing the sixth and seventh editions of Richardson's "Blue-book of Projection."

During the year preceding America's entry into the war, Nadell was editor of "International Projectionist." After some months with the Army he transferred to the merchant marine with which he saw service overseas, and incidentally had opportunity to study the equipment and methods of European theatres.

In his new post, Nadell returns to his first love of keeping himself and his readers thoroughly abreast of the latest technical developments in all the physical departments of the theatre.

'Abilene' Premiere January 14

Jules Levey's "Abilene Town" will have its world premiere in Abilene, Kansas, January 14 at the Plaza. The premiere will be attended by Ann Dvorak, Randolph Scott and Rhonda Fleming, principal members of the cast. Levey, now on the coast, also will be present at the opening.

Nurney Plays Nazi Again

Fred Nurney, who played Nazi characters in more than a score of pictures during the war has been cast as a Nazi leader in Hal Wallis' production of "The Searching Wind" for Paramount release.

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE



A STAR IS PROJECTED (See Page E-26)

The Equipment Showcase
featuring
35-mm Projectors for 1946

News in a Nutshell
Renovation Problem No. 7
How to Make a Test Lamp
Sound and Acoustics
Advisory Council on Lighting
New Theatre Announcements
Monthly Maintenance Memos

The Year's Best



Everything for the Theatre

RCA Theatre Sound Systems
—have set a new standard for high-fidelity reproduction—for every size and type theatre.

RCA Speaker Systems
—built for uniform audience coverage
—systems for every size and type theatre.
* High power handling capacity
* Extended tonal range
* Balanced bass and treble response
* Permanent magnet type—no field power supplies required

Dependable Arc-Lamp Power Supplies
—Baldor Rectifiers (Bulb type)
—Westinghouse Copper-Oxide Rectifiers
—Century-Roth Motor-Generators

Mohawk "Traffic-Tred" Carpets
—smartly styled—clear, vibrant colors. Featuring "Balanced Construction"—they're built to stand the hardest kind of wear for years

International Chairs
—for comfort...correct posture pitch
—featuring
* Hingeless seat suspension
* Resilient cushioning
* Steel-locked upholstery
* Concealed mechanism
* Assembled unit construction

Performance —any year—with RCA Brenkert Projectors



BACKED by more than thirty years of experience in the design and manufacture of motion picture equipment, the RCA Brenkert Projector has been engineered for the best in performance, simplicity of operation and long life.

Among its many outstanding design features is the double shutter which reduces flicker to a minimum and permits a 20% gain in light on the screen. Less heat reaches the film in the RCA Brenkert Projector since both shutter blades are located between the arc lamp and the aperture. Specially designed guide strips reduce film weave to a minimum.

Dependable operation of the intermittent—"heart of the projector"—is assured by high precision manufacture. Large bearing surfaces and continuous automatic lubrication insure long life and freedom from lubrication worries. For the year's best performance—any year—order RCA Brenkert Projectors *today*.

Complete Equipment for Drive-In Theatres
—Comprehensive Planning Facilities
—Equipment Specially Designed for Drive-In Requirements:
* High Power Sound Systems
* Projection Equipment
* New Type In-Car Speakers

RCA Snowhite & Silverlite Screens
Westinghouse:
—Lamps and Fluorescent lamps, for lighting
—Sterilamps, for germ-killing
—Rectigons, for all bulb-type rectifiers

FEATURES

- Double shutter means 20% more light on the screen.
- Clearer definition over entire picture.
- Minimum shutter flicker.
- Rock-Steady picture.
- No oil can reach lens or film.
- Unit construction and precision manufacture for easy replacement of parts.
- Highest projection standards at lowest maintenance costs.

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THE NEWS IN A NUTSHELL

Peak Production Outlook Clouded by Labor, Price, Material Problems in 1946

A prosperous New Year is our wish for you and from all indications it will be just that in spades. Despite indications of labor-management bickering, price control uncertainties, prospects of unemployment, building material shortages and restrictions, we have a hunch that 1946 will have a very happy ending for all parties concerned. The motion picture industry has thrived despite depressions and it is not difficult to recall what a beaut the last one was. Unemployed people turn to the movie theatre in their idleness for a moral uplift. Movies are the poor man's holiday diversion and even the well padded pocketbook toters gor for screen entertainment with equal enthusiasm. The box-office till should jingle-jangle-jingle throughout 1946, come what may. People have filled the mattress with long green and it will keep coming out pretty consistently.

Manufacturers of motion picture equipment are expanding their facilities for increased production and much of their more experienced personnel which was absorbed by war industry are trickling back to the old job. Inefficient employes will have to produce or else and the attitude of employers is generally on a 'let's get down to business and quit this kidding around' basis. Production, production and still more production is the watchword. General Precision Equipment Corp. recently announced acquisition of a new plant from General Motors at Bloomfield, N. J. which will provide the International Projector Corp., a subsidiary, 150,000 sq. ft. of floor space for the consolidation of manufacturing activities. I.P.C. make Simplex Projectors and Sound Equipment.

From Chicago came word that Erwin G. Fredrick, theatrical and industrial architect is readying plans for a big new plant on a site adjoining Motiograph's Plant No. 1 on West Lake Street. Construction of this new Motiograph plant will make possible a consolidation of that company's manufacturing activities under one roof instead of in the three present widely separated units. This new plant will contain a private theatre for testing projection and sound equipment under operating conditions, is expected to be completed by mid-1946, enable trebled production of the company's line. The Motiograph-Mirrophonic sound system line has been expanded to include models utilizing the Voice of the Theatre loudspeaker systems. All of the ten models are based on Western Electric engineering designs.

The carpet and seat industries are just getting into stride and there can be a very considerable increase in available production for delivery during the year. Similarly, other manufacturing lines which are used by this industry will enjoy improved supply and increased production with many new articles of particular usefulness making their appearance in the dealers showcases.

Fire Deaths Laid to Acrolein

Of interest to picture theatres owners throughout the country is the report of Harvard Medical School showing that laboratory tests have at last produced the cause of the 499 deaths in the famous Boston, Mass., Cocoanut Grove disaster in 1942.

These tests show that acrolein, whose vapors are extremely irritating and highly toxic, was present in the artificial leather used in chairs and benches and that it also has been present in many other public buildings including night clubs, theatres, auditoriums and even churches. They indicate that the acrolein, which is derived in liquid form through dehydration of glycerol, probably came from an oil or plasticiser used in cellulose nitrate in the manufacture of leather to make the material soft and flexible and to give it a glossy sheen. It is claimed that the discovery of acrolein in the leather explains most of the deaths in the Cocoanut Grove fire, for few of the bodies were charred or burned.

Proofs that the public in the Boston area at least has become extremely safety-conscious comes daily to the Massachusetts State Department of Safety in the form of complaints and suggestions from various citizens indicating that it is not only the scientists who are interested in the cause of the disaster of three years ago. With no complaint owners of theaters, hotels and other public places in Boston have spent more than $2,000,000 on approved safety devices. The legal seating capacity of places of assembly has been drastically cut. Under the impetus given by the Cocoanut Grove horror, the state is now on its way to a system of building an inspection regulations that will be the most drastic, exacting and workable in the nation.

Commissioner Ralph Stokes of the State Department of Public Safety said, "There has been one hundred per cent co-operation from the owners of all theatres in Massachusetts, many of whom were compelled to spend large sums of money adding safety devices and new equipment. One large theater chain alone has spent more than $325,000 in this safety campaign. Individual theatres have appropriated as much as $100,000. At least 500 tons of new iron went into new fire escapes for theatres and halls.

Science Museum Awards Plaque

The Certificate of Merit of the New York Museum of Science and Industry, Rockefeller Center, was presented to William C. DeVry, president of the DeVry Corporation of Chicago. The presentation was made by Robert P. Shaw, director of the museum in connection with the opening of an elaborate Navy exhibit of wartime developments which include the motion picture equipment developed by the DeVry organization for both Army and Navy. The inscription on the Certificate reads in part: "In recognition of the organization's outstanding achievement in the development of motion picture equipment for use in training and enter-

(Continued on Page E-20)



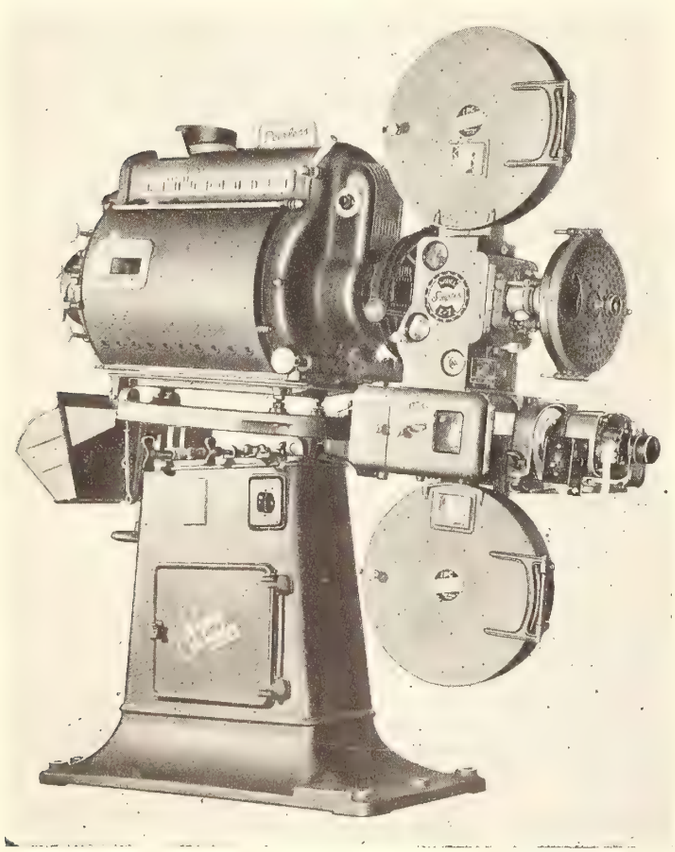
PRODUCTS and SUPPLIES

The EQUIPMENT SHOWCASE

35mm Projectors for 1946

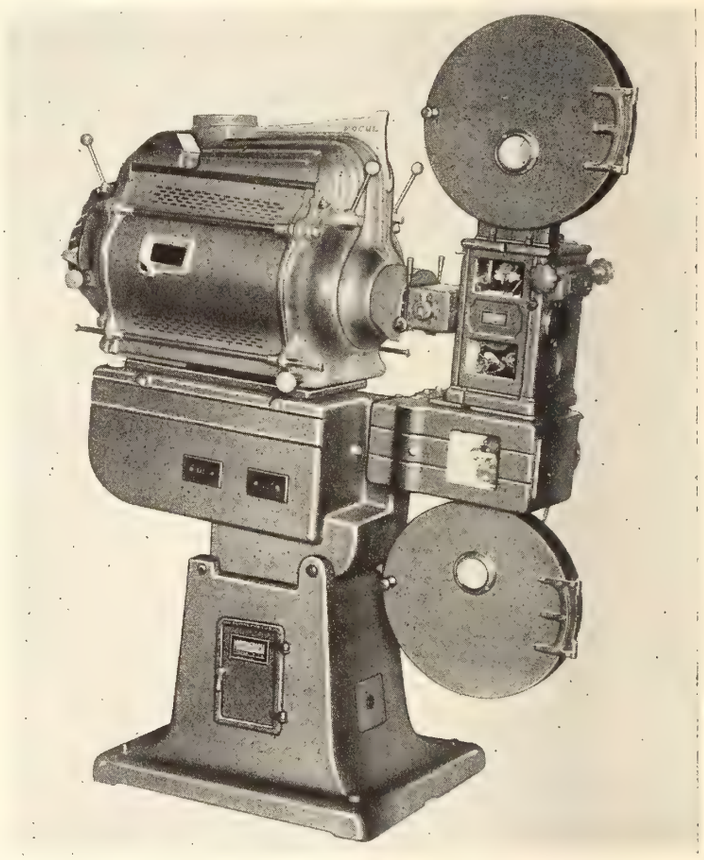
Presenting Pictorial Closeups and Data on Current Models of Five Leading Manufacturers

The year 1946 sees manufacturers readying their plant facilities for the greatest war or peace-time theatre equipment production in the half century old history of the industry. Backlogs of orders from the four war years have piled up to such an extent that it seems dubious that supply can meet demand by year's end Theatre owners, who have nursed along outmoded projectors through the war years are advancing their modernization plans for re-equipping projection rooms. The demand for new projection equipment is timed with the urge to provide a greater degree of eye and ear appeal and physical comfort for the patron. Projection, the heart of the theatre, is a must on ths long list of improvements contemplated and with interest in the models of such equipment running at flood tide we are pleased to present this display of the latest de-luxe models which are available from fine of the industry's leading manufacturers of precision-built theatre projection equipment.



SIMPLEX E-7

The famous Simplex E-7, which enjoys a reputation of faithful service, dependability and constant engineering advances over the years, is heralded as having twelve salient features which are worthy of note; (1) Synchronized Front and rear shutters to assure more light, sharper picture, less eye strain. (2) Automatic Fire Shutter Safety Trip to guarantee absolute fire safety. (3) One shot oiling system for exacting lubrication, longer life. (4) Cone shaped pad rings to reduce sprocket wear, equalize film tension. (5) Improved film gate design for steady image. (6) Demountable film trap to meke cleaning easier, reduce film scratching. (7) New ring-type governor for silent, trouble-free operation. (8) Studio type guides to prevent side sway of film. (9) Framing lamp to minimize chance of picture appearing out of frame on screen. (10) Oversize drive gears for longer life. (11) Novel synchronizing device for sharper picture, preventing travel-ghost. (12) New intermittent oil system to prevent blurred pictures and noisy sound.

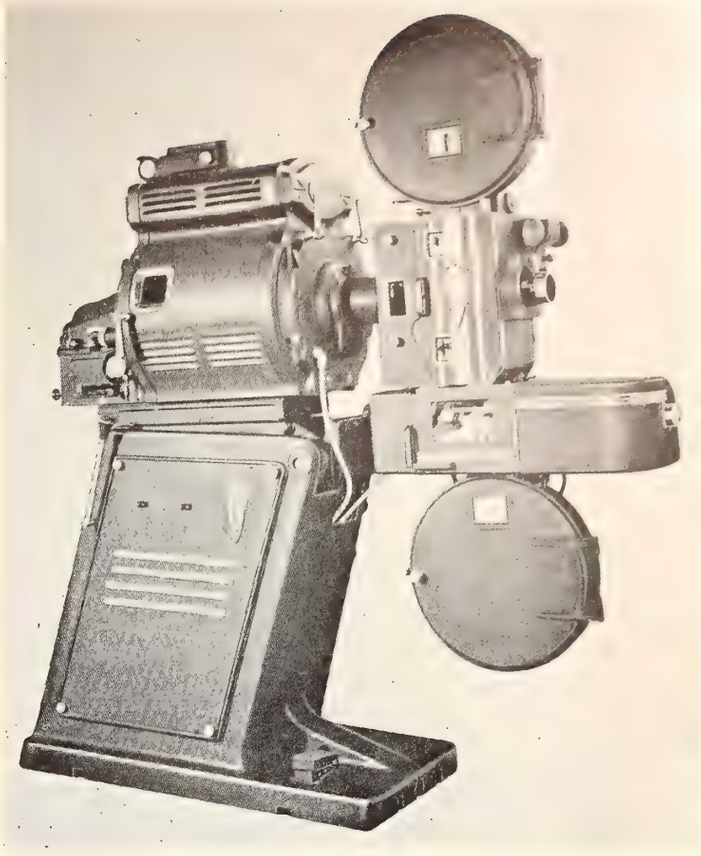


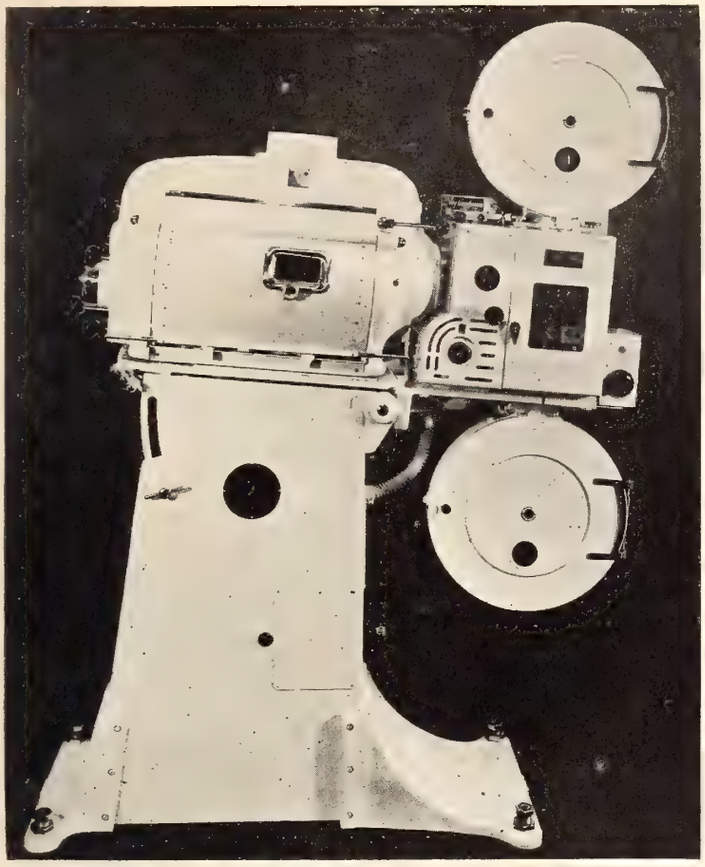
MOTIOGRAPH Model K

Motiograph, manufacturers of projection equipment since 1896, have done much pioneering in the field of theatre projection. The Model K, the company's finest projector to date, is provided with a precision-built mechanism and among its outstanding features are the following: One piece horizontal cylindrical shutter rotor, statically and dynamically balanced, free running on large ball bearings, permanently adjusted for end play; this rotor gives maximum screen light and acts as an automatic cooling system, hence all parts of the film tension system are always cooled; a shutter setting adjustment enables quick, easy synchronization of shutter and movement; the intermittent movement has unified drive, web-backed star wheel, sprocket and cam of hardened steel, precision ground; removable oil absorbent bearings, grease lubricated movement; main frame casting is designed for strength and rigidity; removable bushings permit easy replacement of standard size shafts. Illustrated is the Model K base, SH-7500 Motiograh-Mirrophonic sound reproducer, Model K upper and lower magazines and the Strong Mogul Lamp.

BRENKERT BX-80

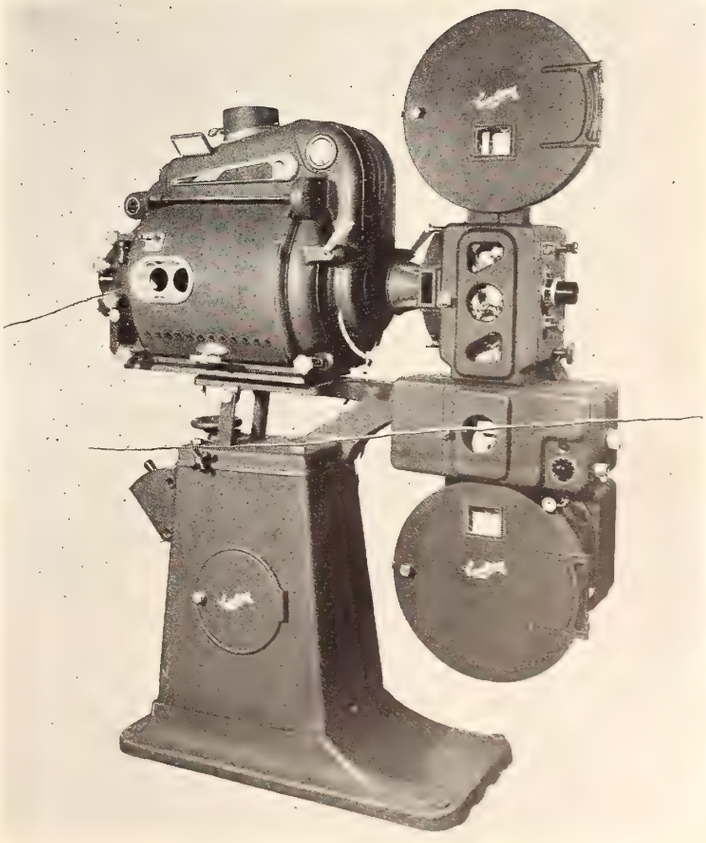
Brenkert, a familiar name to theatremen, places great stress on the fine craftsmanship and advanced design which it claims for its streamlined BX-80 projector. Some of the salient features of this projector are: dual rear shutters for increased screen light, improved cooling; rugged construction for "rock steady" projection; automatic lubrication, with all moving parts of the mechanism constantly sprayed with oil. The design prevents any lubricant from reaching the film side of the head even while in operation. All bearings, gears shafts and the intermittents are enclosed in a dust proof compartment which is sealed. One pint of lubricant lasts 600 operating hours and is never under pressure. A safety mechanical fuse which will shear under abnormal strain protects the gearing. Main frame and housing are of rigid construction for stability. The Brenkert BX-80 is illustrated with Brenkert base, Brenkert Arc Lamp, RCA Photophone Sound Head and Brenkert magazines.





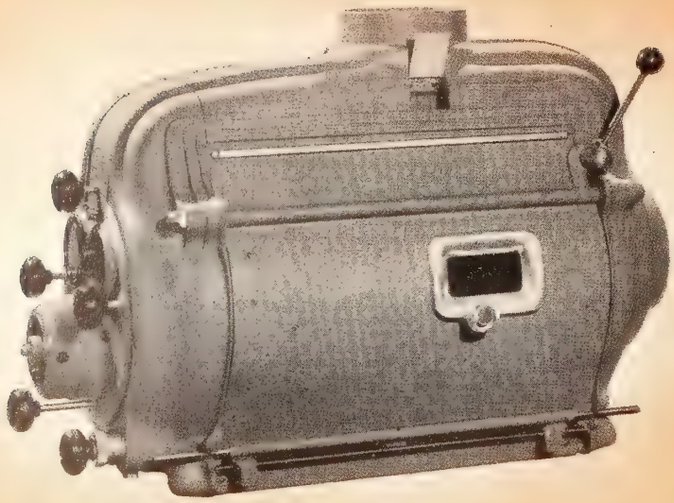
DE VRY "12000" Series

Engineered to meet rigid military specifications, this postwar DeVry theatre projector and sound system is now ready for distribution to civilian theatres. Outstanding features are: built-in projector head incorporating mechanism and sound head in one quickly removed and easily replaceable unit, reduced temperature at film gate, pedestal with (1) 4-point leveling, (2) rugged elevator device, (3) training mechanism allowing side-to-side swing for screen alignment, (4) interchangeable for all types of arcs and projector heads, (5) vibrationless rigidity. Feed and take-up magazines are easily removed for servicing. Projector is pinned and registered to pedestal to permit quick changeover of complete mechanism. All wiring terminates in barrier-type terminal strip, eliminating splicing during installation. Sound head incorporates new type sound filter which it is claimed reduces flutter to less than 2/10 of 1 per cent and serves as free film fly wheel, reducing strain. Available in old ivory, chrome and red or in battleship gray finish.



CENTURY Model CC

The Century Model CC Projector with rear double shutter represents the culmination of 25 years of progressive enginering. This mechanism was designed to offer 25 to 50 per cent more light than single shutter devices. The case and center frame are cast in one piece as a protection against center frame warping. The film trap assembly is removable as a unit. Film trap shoes and studio guides are reversible. Film gate has two open positions, for threading and for shoes and pad inspection. Lens mount and gate holder assembly and shutter shaft assembly are removable as a unit as is the main vertical shaft assembly. All assemblies are supported by sealed ball bearings. Special gear train reduces necessary gears by one half. Hunting tooth steel and fiber gears reduce noise and wear. The intermittent movement is direct drive. Positive adjustable stops are provided on all pad rollers. Model CC shown is assembled wih Ashcraft Arc Lamp and Century Sound Head.



For Low Cost High Intensity Projection

STRONG

HIGH INTENSITY PROJECTION ARC LAMPS

Double the brilliancy of low intensity lighting is yours at little increase in cost with these popular lamps.

As the only projection lamps manufactured complete within one factory, Strong lamps can be engineered for best screen results.



STRONG 6-TUBE RECTIFIERS



STRONG 4-TUBE RECTIFIERS



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STRONG COPPER OXIDE RECTIFIERS

When the lamps are STRONG the picture is bright!

Sold by better independent theatre supply dealers everywhere.

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THE WORLD'S LARGEST MANUFACTURER OF PROJECTION ARC LAMPS

ADVISORY COUNCIL Report

No. 11—A Continuing Series of Reports by Experts on Problems of Vital Importance

Light Destined for Star Role In Postwar Theatre Design, Film Presentations and Show Selling

STR THEATRE ADVISORY COUNCIL

C. B. AKERS
GRIFFITH THEATRES

K. F. ANDERSON
W. S. BUTTERFIELD THEATRES

W. H. APPLEGATE, JR.
CENTURY CIRCUIT

W. B. ARMSTRONG
GOLDEN STATE THEATRES

E. E. CLEVELAND
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FOX INTER-MOUNTAIN THEATRES

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CLAYTON TUNSTILL
MALCO THEATRES

R. VAN GETSON
BALABAN and KATZ CORP.

JULES S. WOLFE
FAMOUS PLAYERS CANADIAN

The modern version of Aladdin's Lamp is lighting, with particular emphasis on theatre lighting for the theatre structure is more adaptable to various novel usages of light than any other type building. This Council meeting will prove, we believe, an Open Sesame as to the plans and thinking of the major theatre circuit operators on the future of theatre lighting. If you would like to sit in and hear the comment on this intriguing subject, just pull up a chair and we will call the Council to order by rubbing the magic lamp.

First let us start with the front of the theatre and, of course, the focal point of prime lighting interest, the marquee. While location and facade design have much to do with decisions as to the shape or type of marquee selected, several members have expressed emphatic preference for the "V" shaped canopy. Such marquees offer several advantages over the old square style. Attraction space is increased, permitting longer lines of copy for more versatile selling of the program. The copy is visible from the direct and from right angle of approach, with the result that not only pedestrian traffic on the facing sidewalk is able to read the copy head-on, but vehicular traffic is afforded a better vision from other angles of approach.

But, let the members have their say. Here are some opinions and answers to our question, "What is your idea of an ideal canopy especially as it relates to attraction space, lighting facilities, etc."

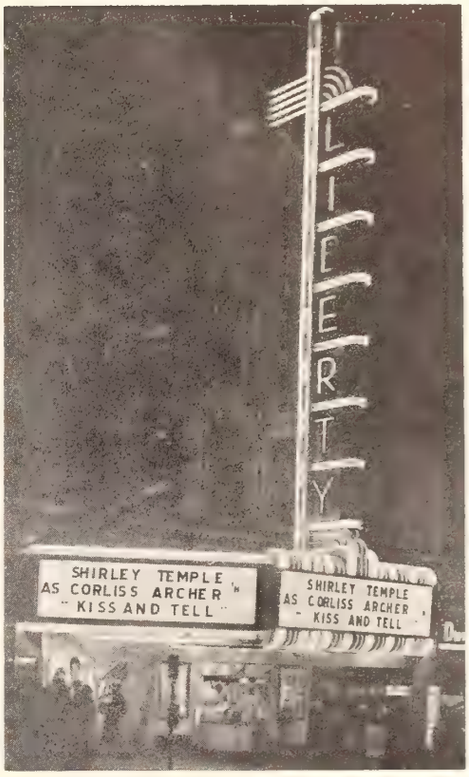
(1) "I prefer large attraction space in combination with the new plastic letters, well lighted and with the metal portions held to a minimum."

(2) "I favor the triangular shaped canopy for the normal location. A minimum of three rows of 10-inch letters (12-inch letters for Double A locations on main business streets in large cities)."

(3) "My ideal is a weather canopy with fast traveling lamp borders. Maximum size attraction board with interchangeable letters and designed as a unit with the theatre name sign."

(4) "A canopy should be designed to give maximum weather protection to patrons and where ordinances permit, the ceiling under the canopy should not be more than ten feet above the sidewalk. It is my opinion that visual lighting is more effective than indirect, whether incandescent bulbs, fluorescent, luminescent or neon is used. Attraction space is most effective when facing the sidewalk."

Another member cited the following experience: "We have never found any lighting that was what you could call entirely satisfactory with reference to attraction space and light on the marquee. While light globes can no doubt give the greatest brilliance, the maintenance and replacement cost is excessive. For this reason, in most of our theatres, we have installed neon fluorescent tube lighting. In most cases we are using a combination of colors to get what is near white light—rose, white and blue behind the letters. This gives the attraction sign considerably more life than straight white tubing. We found that the straight white tubing alone gives a rather ghastly light and for this reason has not been particularly satisfactory."



While not submitted by a Council Member, the mail brought this photo of a recent marquee installation of the Warner stainless steel frames, glass units and colored plastic letters made at the Liberty Theatre, Seattle, Wash. The combining of marquee and upright sign both through design and light utilization seems to perfectly illustrate one of the points made by several council members in this report.

"We are hoping," the member continued, "that the cold cathode tubing will give us improvement over what we have at present, although we have not yet made any installations of this type of lighting. Fluorescent tube lighting is good with the exception that it is affected by especially cold weather, which slows the illumination and also the tendency of this type of tube to decrease in efficiency with age. The maintenance, replacement and operating costs are considerably lower than incandescent lamps."

Here is another member's opinion: "The ideal

(Continued on Page E-21

Here's How You Can Make 1946 A Prosperous Year! Each Member of the Staff Has Vital Role to Play



THEATRE INSPECTION REPORT

NAME OF THEATRE DATE

ADDRESS

CITY

CAREFUL INSPECTION OF THE ITEMS SHOWN BELOW WERE MADE AND WITH THE EXCEPTIONS LISTED CONDITIONS WERE FOUND SATISFACTORY AND SAFE AND IN MY OPINION OFFER NO HAZARDS TO OUR PATRONS

WHAT IS CONDITION OF FOLLOWING

ITEMS

SIDEWALKS
DRAIN PIPES
DOORS
FIRE ESCAPES
FENCES
EXHAUST FANS
INTAKES
TANKS
SKYLIGHTS
LADDERS
SIGNS
MARQUEE
LIGHTS AND LIGHTING
STEPS
FLOOR MATS
BALCONIES
STANDEE POSTS
STANDEE SOCKETS
STANDEE COVERS
WALL FRAMES
EASEL FRAMES
SHADOW BOXES
BABY SPOTS
RADIATORS
RADIATOR COVERS
FOUNTAINS
STATUARY
FLOWER BOXES
CARPETS
STAIRS
SEATS AND CHAIRS
VENDING MACHINES
FURNITURE
RUGS
EMERGENCY EXITS
ELECTRIC FANS
FIRE EQUIPMENT
TOILETS
REST ROOMS
LOUNGES
CHAIRS
DRAPES

NOTE WHERE CONDITIONS ARE NOT FOUND SATISFACTORY, SHOW REASON ABOVE

SIGNED

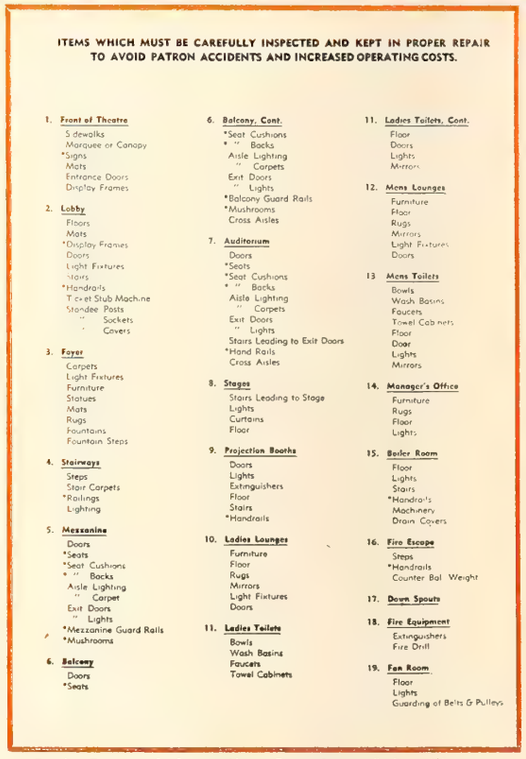
APPROVED MANAGER

YOU MUST USE REFERENCE SCHEDULE ON REVERSE SIDE

Front Page of a very successful inspection form used in the Warner mid-west zone. List covers major items.

Every Theatre Worker Who Follows The Golden Rule Can Make Progress Toward A Top Spot In the Film Industry

Editor's Note: We present, with permission, a compilation of some of the many provocative and inspirational pointers for theatre employes which have been written from time to time by Charles A. Ryan, veteran showman and executive of the Warner Theatres organization in Chicago —where his bulletins are circulated to employes of the company. Mr. Ryan's advice and counsel to young theatre managers and the ambitious youngsters who are working their way up to eminence in the industry from a start as ushers, etc., are justly famous and much sought by theatre employes in all sections of the country.



ITEMS WHICH MUST BE CAREFULLY INSPECTED AND KEPT IN PROPER REPAIR TO AVOID PATRON ACCIDENTS AND INCREASED OPERATING COSTS.

1. Front of Theatre
   - Sidewalks
   - Marquee or Canopy
   - *Signs
   - Mats
   - Entrance Doors
   - Display Frames
2. Lobby
   - Floors
   - Mats
   - *Display Frames
   - Doors
   - Light Fixtures
   - Stairs
   - *Handrails
   - Ticket Stub Machine
   - Standee Posts
   - " Sockets
   - " Covers
3. Foyer
   - Carpets
   - Light Fixtures
   - Furniture
   - Statues
   - Mats
   - Rugs
   - Fountains
   - Fountain Steps
4. Stairways
   - Steps
   - Stair Carpets
   - *Railings
   - Lighting
5. Mezzanine
   - Doors
   - *Seats
   - *Seat Cushions
   - * " Backs
   - Aisle Lighting
   - " Carpet
   - Exit Doors
   - " Lights
   - *Mezzanine Guard Rails
   - *Mushrooms
6. Balcony
   - Doors
   - *Seats
6. Balcony, Cont.
   - *Seat Cushions
   - * " Backs
   - Aisle Lighting
   - " Carpets
   - Exit Doors
   - " Lights
   - *Balcony Guard Rails
   - *Mushrooms
   - Cross Aisles
7. Auditorium
   - Doors
   - *Seats
   - *Seat Cushions
   - * " Backs
   - Aisle Lighting
   - " Carpets
   - Exit Doors
   - " Lights
   - Stairs Leading to Exit Doors
   - *Hand Rails
   - Cross Aisles
8. Stages
   - Stairs Leading to Stage
   - Lights
   - Curtains
   - Floor
9. Projection Booths
   - Doors
   - Lights
   - Extinguishers
   - Floor
   - Stairs
   - *Handrails
10. Ladies Lounges
    - Furniture
    - Floor
    - Rugs
    - Mirrors
    - Light Fixtures
    - Doors
11. Ladies Toilets
    - Bowls
    - Wash Basins
    - Faucets
    - Towel Cabinets
11. Ladies Toilets, Cont.
    - Floor
    - Doors
    - Lights
    - Mirrors
12. Mens Lounges
    - Furniture
    - Floor
    - Rugs
    - Mirrors
    - Light Fixtures
    - Doors
13. Mens Toilets
    - Bowls
    - Wash Basins
    - Faucets
    - Towel Cabinets
    - Floor
    - Door
    - Lights
    - Mirrors
14. Manager's Office
    - Furniture
    - Rugs
    - Floor
    - Lights
15. Boiler Room
    - Floor
    - Lights
    - Stairs
    - *Handrails
    - Machinery
    - Drain Covers
16. Fire Escape
    - Steps
    - *Handrails
    - Counter Bal. Weight
17. Down Spouts
18. Fire Equipment
    - Extinguishers
    - Fire Drill
19. Fan Room
    - Floor
    - Lights
    - Guarding of Belts & Pulleys

Back Page of Inspection Report used by Warner Theatres Chicago Office. Provides breakdown of major items.

THE MANAGER

The importance of thorough maintenance starts with understanding. It comes easy for the man whose business has been built through long and hard labor, attended by personal sacrifice. He knows full well how much planning and foresight were required in the operation of his business, how much sweat and pain was necessary to accumulate enough to provide modern and adequate equipment. The Manager is placed in charge of a grown business institution which, in land, building and equipment is worth something between thirty-five thousand and a half-million dollars, for none of which he has made the sacrifices which engender natural appreciation.

He is responsible for the upkeep, repairs, proper use of all equipment, all of which you must know with first-hand information. If he is not a good superintendent his maintenance losses, through burned out motors, and dozens of other wastes may off-set much of the gains made by smart merchandising. In most instances ushers take better care of the clothing bought with their own money than they do with those bought with the employer's money. Some managers permit dust and disorder in the dressing rooms, hanging uniforms on nails or leaving them on chairs and sometimes on the floor. Re-

(Continued on Page E-22)

THE ASSISTANT

It is not the hours you put in as an Assistant Manager—it is what you put into the hours that counts.

Today you are a student of the Theatre . . . tomorrow a Manager.

Those who give to their jobs the highest effort and service will continue to hold them and graduate into better ones.

Managing a theatre is a specialized business. You sell only one commodity, ENTERTAINMENT! You must function in every department so well that you stand head and shoulders above the pack.

Successful amusement merchandising is not the sale of tickets to those who naturally would desire to see your entertainment, nor to those who have already been attracted by the better conduct of your enterprise. The real profits come from selling new patrons who are drawn to your theatre through good advertising and held through good management.

Diamonds are chunks of coal that *STUCK TO THEIR JOB.* The observing assistant who is never too preoccupied to take on an extra assignment and give it all he can, even if it entails extra time and asking questions, will go places in showbusiness.

(Other Staff Reminders on Page E-23)

DOORMEN

The average patron will go along with you. They will sympathize with your work, with your effort to please. They come to your theatre to have a good time. They are in good humor when they meet you. It is your job to keep them that way.

Most every patron of a theatre realizes that some sort of an effort is being made by the management to make the public comfortable and to cater to their every want, and to so build up the reputation of the theatre, that it will be first in the choice of those who seek entertainment. Now is the time for business courtesy. The first law of show business is that the customer is the boss and must be pleased at all costs.

Those who harass customers will be punished by loss of patronage. Courtesy and good service now, when manpower is scarce and facilities are overcrowded, stand out more than ever. Patrons will long remember the good service of theatres who cater to them.

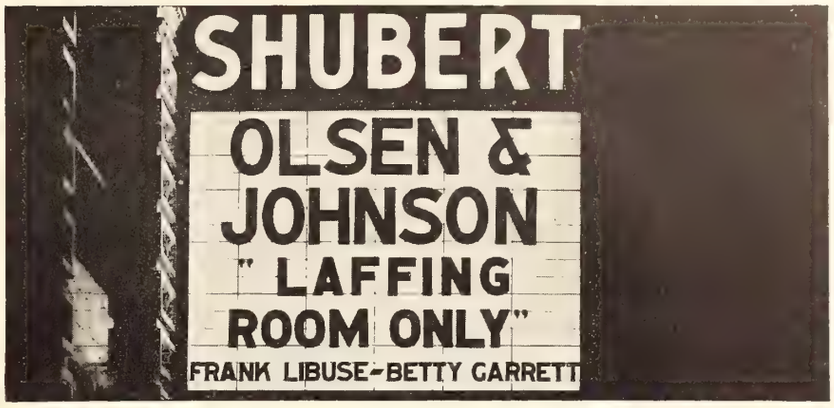
Patrons must be made to say more often "let's go to the Blank Theatre." Knowing whatever the program may be, they are certain to enjoy it because the theatre itself provides an atmosphere of courtesy, friendliness and relaxation. Today, it is our most urgent

(Continued on Page E-22)

WAGNER DISPLAYS SELL EVERY SHOW!

WAGNER'S SENSATIONAL NEW WINDOW-TYPE MARQUEE FRAME

(Pat. Pending)



Your front and marquee are worth money. Cash in on them.

Focus attention on your theatre . . . outsell competition . . . build your business by billing every attraction as a big event.

Sold by theatre supply dealers and sign shops.

FREE!
Write today for copy of new catalog on the entire Wagner line of display equipment.

PERMITS BILLING SPACE OF ANY HEIGHT OR LENGTH

Installed separately and before the glass . . . Accommodates the largest letters and lifesize colored photo transparencies. Lamps, neon and glass can be cleaned or replaced without removing frames. No flimsy soldered parts. No shopwork necessary in the event of glass breakage. The most economically maintained frame made.

WAGNER TRANSLUCENT COLORED PLASTIC LETTERS



No other equipment affords such a vivid, colorful display. With the gorgeous brilliancy of neon, when light shines through them, they assume a sharply silhouetted third dimensional effect by day. Available in 4", 10" and 17" sizes in assorted, beautiful, non-fading colors (red, green, blue, amber and opaque black) that go all the way through the letters, hence cannot chip or scale. They never require painting. Strong. Durable. Interchangeable, they do double duty, as they can be used outside on the marquee or inside in Wagner Lobby Displays.

WAGNER LOBBY DISPLAY UNITS



Sell coming attractions to the crowds going out. Made of sheet steel, with attractive white enamel finish. Easy to install. Made in standard sections 7" high by 24", 36" and 48", which can be so combined to make up any desired length. Wagner slotted plastic letters are mounted on the bars in the middle, firmly held in standee positions at the top or suspended from the bottom by clips. Price per lineal foot visible opening, including frames, opal glass, sockets, wiring, wall plate, top and bottom mounting rail, but less lamps, $6. End pieces included at no extra cost on displays 8' or longer.

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218 S. Hoyne Avenue
CHICAGO 12, ILL.



Which kind of Picture do your Patrons See?

NATURALLY, patrons will enjoy your showings more if you have the quality of projection illustrated on the right, above.

Then why not use it? It costs little, if any, more. And Simplified High Intensity Projection, in any of its forms, will give you the last word in quality and quantity of screen illumination.

For instance, consider the many advantages of using "National" One-Kilowatt High Intensity Carbons:

- **a brighter screen by 50-100%**
- **a snow-white light—especially suited for color pictures**
- **clearer, easier-to-see images on your screen**

This will mean more relaxation, more enjoyment for your patrons. It will mean showings on a par with any top-notch movie house in the land! And that will pay off at the box office.

For more details on this type of High Intensity Projection, consult National Carbon Company, Inc. Also ask your supply house about the availability of High Intensity Lamps.

The word "National" is a registered trade-mark of National Carbon Company, Inc.

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Patrons Pay for Illusion, Not Mechanics

Screen Show Enjoyment Depends on Smooth Performance—Good Projection

By ARTHUR E. MEYER
Manager, Projection Equipment Division of
National-Simplex-Bludworth, Inc., New York

Ideal results on the motion picture screen are those which make the audience forget there is a screen, or a motion picture. The patrons want to forget they are watching a mechanical trick. They don't come to see mechanical tricks. They want real people living out real life problems—loving, laughing, sorrowing. Ideal screen results allow the audience to imagine that that is what they are watching.

To provide this ideal result the projection must be perfect. Specifically, it must satisfy four requirements. The picture must be steady on the screen; it must be bright; it must be clean; the focus must be sharp. Any shortcoming in these four respects distracts the attention of the patrons from the entertainment and compels them to take notice of mechanics.

The exhibitor, it is important to remember, pays for perfect screen results even when he does not deliver them to his patrons, because the producers go to enormous expense in the matter of photography and its related arts. Since that expense is added in to the rental cost of the picture, the exhibitor pays it. He is paying for nothing if he allows his own equipment to destroy the screen values the producers send him in those cans of film.

The Four Requirements

As to the vital need for screen steadiness—people in real life don't vibrate up and down. Eye muscles, furthermore, have no practice in ordinary life at following such rhythmic vibrations; if forced to do so in a theatre they tire quickly and become painful.

If the focus of a picture is not sharp the unreality of the whole presentation becomes very marked. Real people in real life don't blur here and there.

Real people aren't streaked, spotted and smeared. Hence if the picture is too seem real to the audience, it must be *clean.*

Steady, bright, clean and sharply focused projection preserves the screen values the producers charge for in their rental prices, and the customers pay for at the box-office.

The Projector

A good projector is one which assures those screen values. But it is not enough for a mechanism to produce ideal screen results only when it is brand-new. A cheaply and carelessly built device might do almost as much when it is just fresh from the factory. But it would not stand up very long under the kind of strain a projector must endure. In the mechanism the most sensitive, delicate and important parts are just the ones that have to come to a full stop and start again 160,000 times to show one feature picture—how many times in a year? Yet it must continue to deliver ideal screen results after many years of that kind of strenuous operation. Otherwise it is not a pactical machine for practical theatre business.

The almost endless field of the mechanical arts has been searched and re-searched from end to end for devices and materials to be used in motion picture pojectors. The field of the mechanical arts is so large that there is always more than one way of doing a given thing. Each separate requirement of good projection can be met by a number of different mechanical arrangements—there isn't any "one and only" way of dealing with these technical problems.

But the designers of Simplex projectors are convinced that in solving most of them there is only one BEST way. This conviction they derive from a great many years of experience, for the companies now merged in International Projector Corporation were the pioneer companies of the business.

Their experience has taught them not only what devices and methods in a projector mechanism will BEST give the desired screen results, but what methods will best continue to give them year after grinding year.

Steadiness of Image

To illustrate, consider one or two details of the problem of maintaining a steady screen image. Here is what seems to be a trifle—Simplex E-7 intermittent sprockets are ground to dimensions AFTER hardening. In other words, when the sprocket has been ground and gauge-inspected, it is put on the projector. It is not first ground to dimensions and then submitted to a hardening process which may warp the delicate exactness of those dimensions. Now it is obviously more expensive to grind hardened metal than soft metal. International Projector Corporation doesn't go to that extra expense without reason. The reason is that experience has shown that grinding after hardening results in long rugged wear.

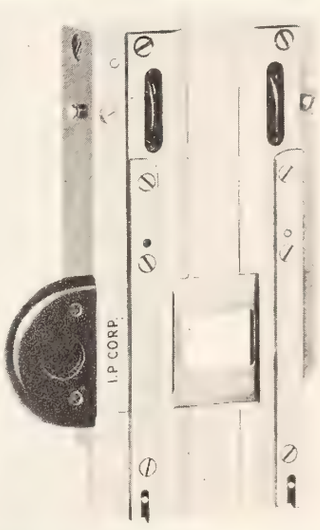
The latter may be considered typical of an immense number of details, each small in itself, that contribute to producing a steady picture. In the case of the intermittent movement (which drives the sprocket just referred to) thirteen different points on the star wheel are ground to an accuracy of 1/10,000th inch. At the same time, experience proves it is equally important NOT to have such close fit at other points. Here again vast background of experience guides IPC technicians in selecting the one best procedure, having in mind not only the excellence of the immediate results, but the durability of that excellence through years of gruelling operation.

Again, in the gear train, Simplex E-7 design features hunting-tooth gearing—which means simply that the same two teeth do not mesh at every revolution. If they did, high spots would inevitably develop, and every time a high spot came around the picture would jump a little on the screen. With hunting-tooth gearing a given tooth on one gear meshes with a different tooth on the mating gear at each revolution. High spots can't appear.

Another small but vital detail is the cushioning of the gear train against the unavoidable vibration resulting from the start-stop-start-stop nature of the intermittent action. For this purpose, Simplex E-7 designers introduced a shockproof gear, composed partly of resilient material. This material takes up and cushions the vibration from the intermittent movement, minimizing the chance that this vibration will appear on the screen as picture jump.



Steadier screen image is insured by adjustable cone-shaped pad springs.



Steadier screen image is insured by microscopically placed studio type film guides.

If the picture is to be steady, it is also necessary to hold and position the film very accurately while it is in the gate. But film sometimes varies in thickness. Therefore best results can be obtained if the gate pad tension is adjustable. In the Simplex E-7, cone-shaped springs apply equal tension to the pads bearing against both edges of the film; this pressure can be adjusted at any time, in a second or so, without tools, and while the film is running. Each adjustment will apply, automatically and inherently, to both edges of the film alike; and when it is completed it can be locked down without tools.

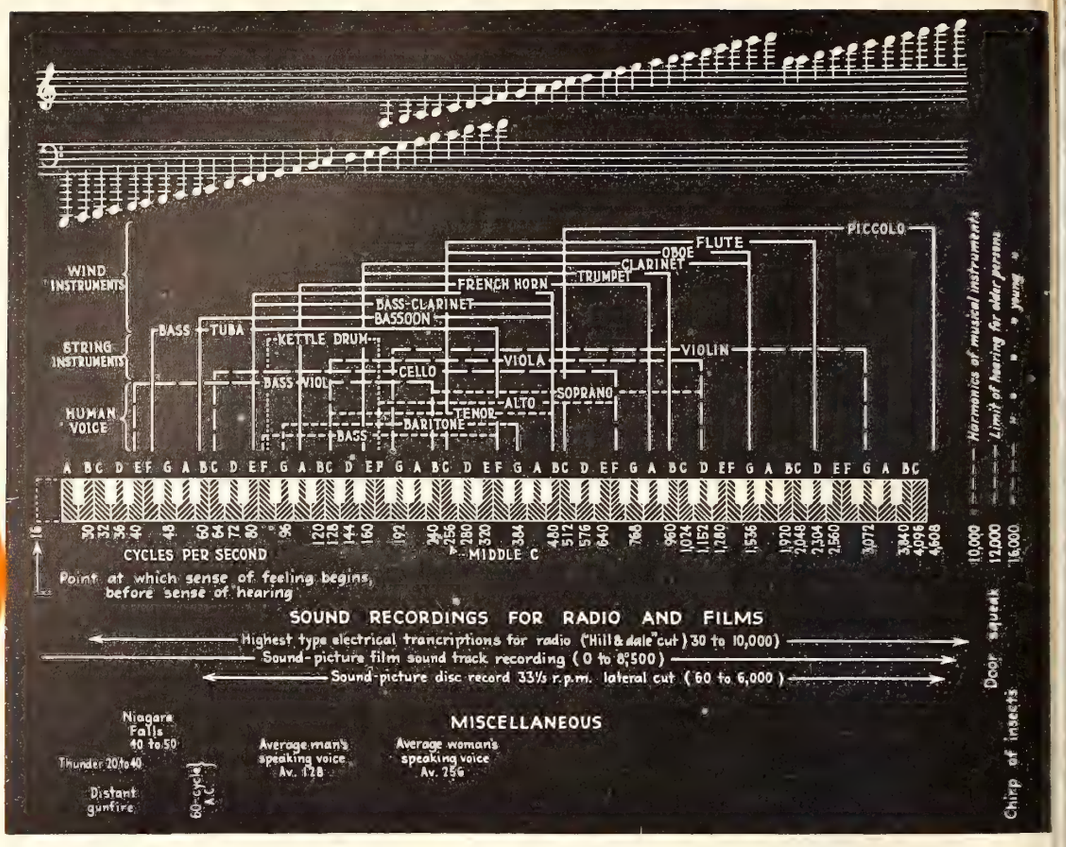
In their ardent and experience-guided search for the one best way of meeting every mechanical problem related to steadiness of the screen

(*Continued on Page E-24*)

Know Your Sound

for a Better Understanding of Acoustics

PROJECTION CLINIC



The above is an Electronics' Chart of Sound Frequency Characteristics showing the various cycles per second involved in creating the musical notes of the scale. It is reproduced by permission from Electronics Magazine, New York.

NOTE: This is a continuation of a discussion on the subject of acoustics which began in the December 8th issue of this section.

Here's another word coming up. *Amplitude,* which is the distance the air particles are pushed on either side of neutral position (A), that is, the distance from (A) to (AA) and from (A) to (BB). *Thus the intensity or distance of movement of the air particles next to the diaphragm is spoken of as the amplitude of the sound wave.* The wider the amplitude of vibration, the greater the intensity. *It requires sound waves of wide amplitude to produce loud tones and waves of short amplitude to deliver soft tones. Similarly it requires vibrations of low frequency to produce low notes on the musical scale and vibrations of high frequency to deliver a high note.*

Now let's go back to that base drum to study the meaning of the term *acoustic power.* If it were possible to manually beat on the drumhead in so regular a manner that the beats were exactly timed, for example: ten perfectly spaced beats per second, we would have a condition similar to the electric bombardment of the loudspeaker diaphragm. Since electricity flows at a fixed speed into the speaker from the amplifier these beats are evenly spaced. But to produce tone and volume some beats or vibrations are quicker and lighter for a soft high note, quicker and harder for a loud high note and conversely, slower and lighter for a soft low note or slower and harder for a loud low note.

The electric power from the amplifier which is converted into sound energy through the vibrations of the diaphragm of the loudspeaker is known as *acoustic power of the source.* Such power is measured in watts, the same units as we use to measure electric power consumption of an ordinary light bulb. The greater the wattage of the bulb, the greater the amount of light emitted. By the same token, with sound, *the greater the wattage of the acoustic power delivered* by the diaphragm *the greater will be the sound intensity.* This increase of acoustic power output is accomplished by advancing the fader setting of the amplifier.

Since sound equipment is built to supply adequate sound quality for different sized auditoriums it is necessary to build the equipment with amplifiers of varying wattage. In a recent article we listed minimum power requirement standards as arrived at through research by the Academy Research Council on the basis of the number of the number of seats to be served in an auditorium. These power requirements are measured in watts and where 10 watts are considered minimum for theatres up to 400 seats, 65 watts is the recommended minimum for 3000 seats. Now from this it is possible to more clearly understand the importance of the function of acoustic power as measured in watts.

While the minimum requirements will suffice, there are the considerations of cubic content or total area of the auditorium which must be taken into account in determining specific wattage requirements for a specific auditorium if perfection in sound quality is desired. For example, the acoustic treatment or characteristics of the walls, seat covering, drapery fabrics, sound reflecting surfaces, each have a bearing on the amount of power needed to do a good job of sound reproduction with life-like quality. Often, due to the *lay out* of an auditorium the seat spacing will be extremely generous for the sake of comfort.

In such an auditorium the cubic content will be considerably greater than in a compact room where the seats are narrow, closely spaced and where the ceiling may be low to boot. Under such variable conditions it is important that the minimum requirements be considered but not necessarily accepted as the criterion for perfection in sound quality.

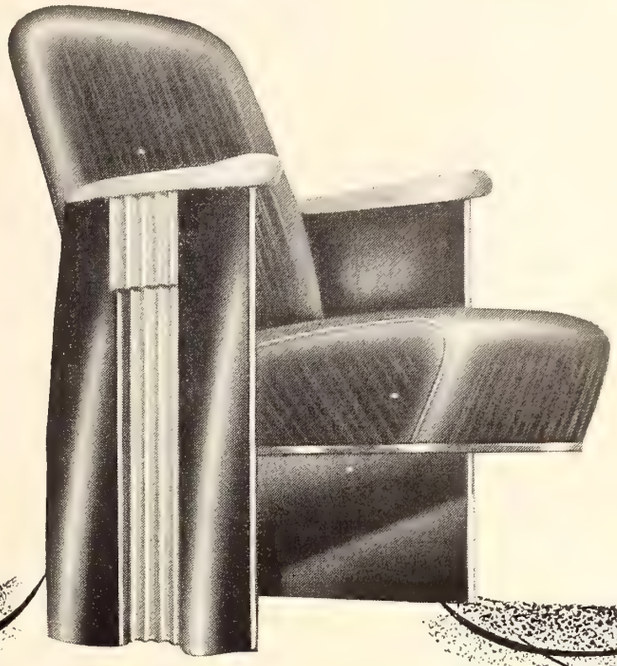
In discussing frequencies we noted that low speed vibrations deliver a low tone or note and high speed vibration creates a high note. In order to give the reader a better understanding of what frequencies produce the various notes of the musical scale we are reproducing an electronics chart of sound frequency characteristics developed and published by Electronics' magazine. Since all sounds are of a certain musical value, the keyboard of the piano provides a perfect method of demonstrating the notes delivered at various vibrations of the loud speaker diaphragm. It will be noted that audibility begins below the lowest note of the scale on the keyboard and goes far above the frequency limit of the highest note, thus the rumble of thunder in a base tone is audible at a frequency of twenty cycles and the limit of hearing of the highest notes above the keyboards 4,608 cycle peak goes to 16,000 for young people with sensitive ears. The limit of hearing for older people is about 12,000 cycles.

To understand frequencies and their relation to the notes of the musical scale, we find the musical term, octave, defined as the interval between any two sounds having a frequency ratio of two to one. In acoustic analysis and measurement, the sequence of frequencies (or octaves) most commonly used start with 128 cycles (one octave below middle C on the musical scale, 256 cycles (middle C), 512 cycles (one octave above middle C), 1024 cycles (two octaves above mdidle C), 2048 cycles (three octaves above middle C), and 4096 cycles (four octaves above middle C and the top note of the piano). This series covers the range of the majority of frequencies involved in speech and music.

While frequency is measured in cycles to determine the note on the musical scale it is equally important to have a standard by which intensity (or the degree of loudness) can be measured. In order to create such a standard

(*Continued on Page E-25*)

The World's Finest Theater Chair



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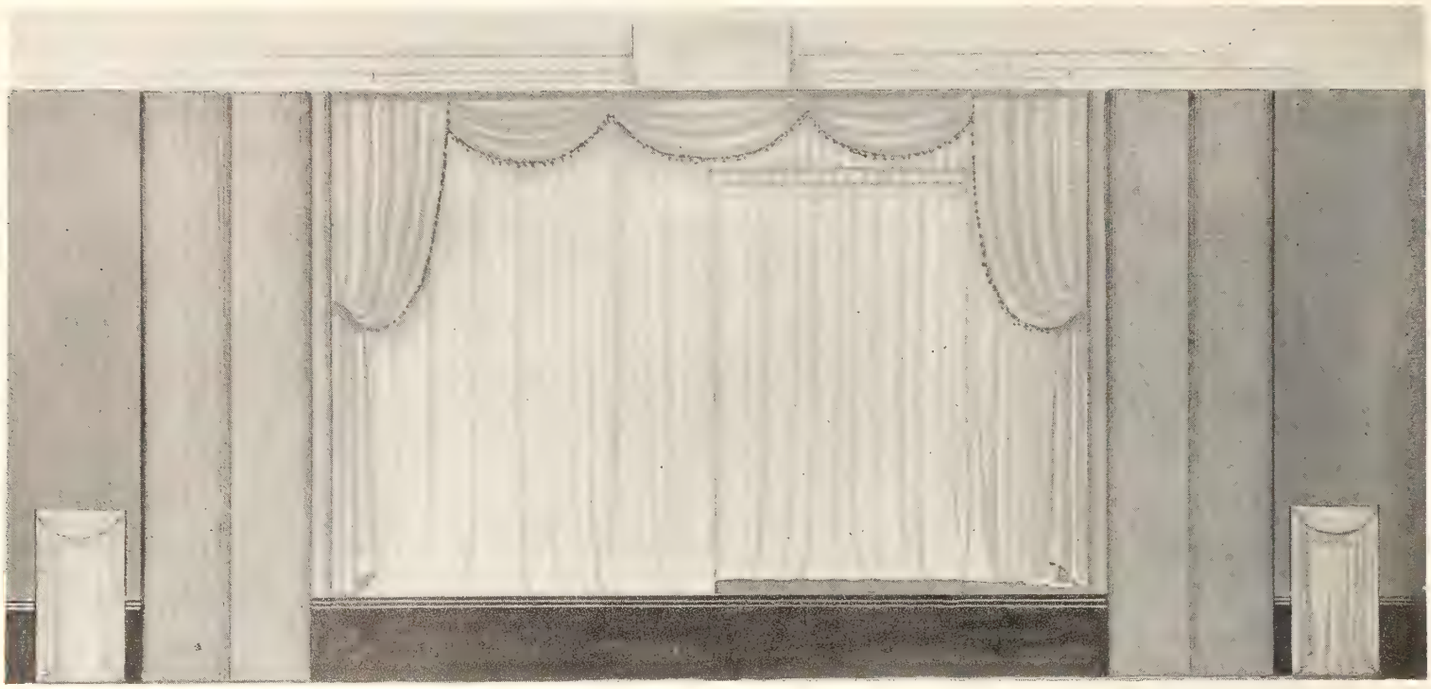
SINCE the introduction of the amazing, new Kroehler Push-Back Theater Seat, no theater can be truly modern without it! This revolutionary seating improvement eliminates standing to let others pass, affords constant screen visibility with luxurious lounge-chair comfort.

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KROEHLER *Push-Back* **SEATS**

For the World's Finest Theaters



The above proscenium arch treatment has been designed to effect a massive, modern, frame for the stage. The columns at either side are done in gold and the surface can be fluted in the form of flat or rounded pillars. The stage drapes are drawn to show the leg, border and screen curtain. (See story for color scheme.)

RENOVATION and REPAIRS

Modern Murals Can Solve Your Problems of Wall Decoration

Problem No. 7

These original designs for theatre redecoration have been prepared exclusively for Showmen's Trade Review by Mr. A. I. Kessler, Novelty Scenic Studios, New York. Mr. Kessler, a specialist in theatre decoration, has worked in close collaboration with architects and theatre owners for many years in the modernization of existing theatres and the decorating of new showplaces. His organization's craftsmanship has glamorized many of the outstanding theatres.

We present via illustration and explanatory test this suggested treatment of an average theatre interior in the hope that the general scheme may provide at least the germ of an idea for our many theatre owner-readers who have modernization on their minds. By confining the decorative scheme to complete simplicity, the cost of such a renovation should fall well within the budget of the average theatre owner. While the design has been drawn for an audiorium with walls which curve in toward the stage near the front of the house the treatment would be equally attractive in a completely square or oblong room.

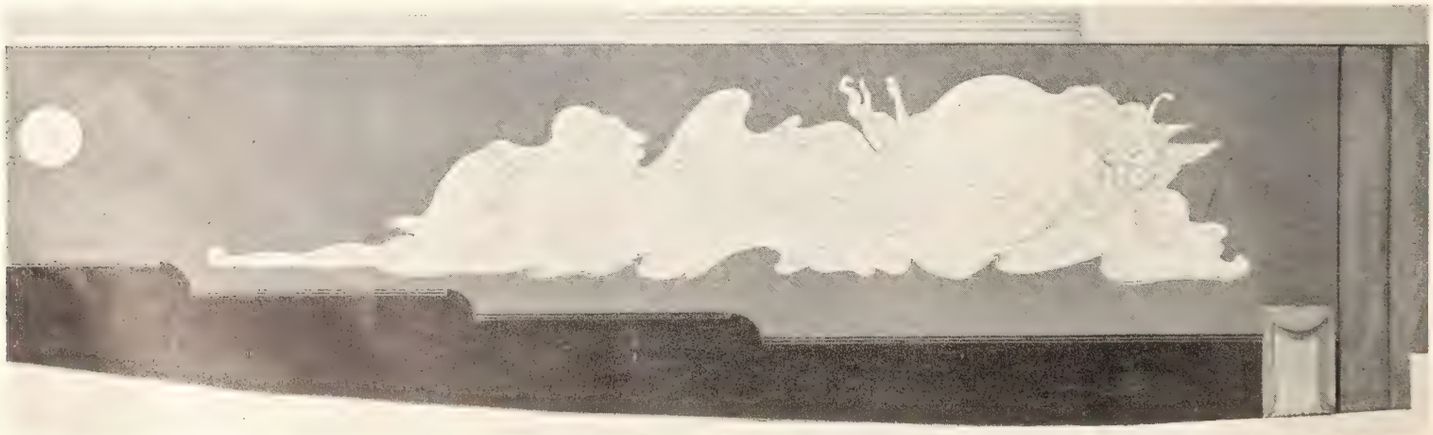
Since stage drapes are just as vital to a renovation job as the wall treatment, Mr. Kessler, head of Novelty Scenic Studio, has shown the stage with the main close-in curtain drawn back to reveal the entire setting. The master drape is suggested in bright pink with gold trim, the main close-in in ecru, the legs in light pink with border of the same shade, the screen curtain in a light shade of yellow. The exit door drapes are similarly suggested in pink with an ecru backing. The motif which caps the columns and frames the main drape could be constructed of fireproof material to mask any existing ornamental arch. By using the device in this manner, the entire contour of the proscenium arch can be changed.

The powder blue sidewall carries up to the gold columns with the maroon wainscot running to the columns and then continuing through at the same height on the face of the stage, or orchestra pit wall. Maroon curtains could be used in case of the need to retain an existing orchestra pit railing.

The sidewall detail reproduced shows the large suggested mural which has as its central motif a large plaster disc or wheel which stands out from the flat wall surface to conceal

(*Continued on Page E-26*)

BELOW: The sidewall with ceiling border in silver lined with black; powder blue sidewall with painted mural in ivory, white and grey shadows; circular fixtures for indirect light of ivory plaster; wainscot in maroon with gold trim.



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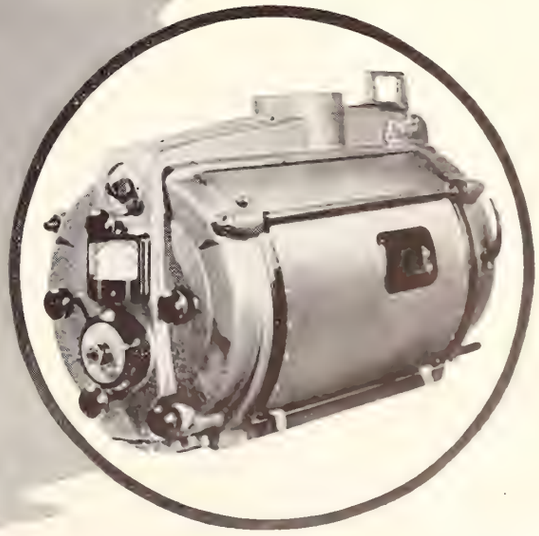
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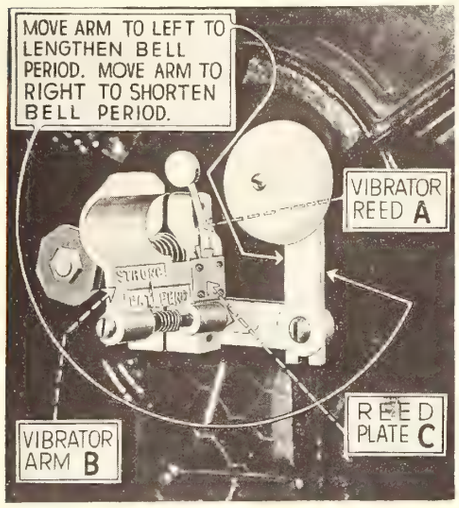
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"THERE'S A BRANCH NEAR YOU"

New Reel-End Signal Removes All Chance of Damage to Film

A completely mechanical reel-end signal for all types and makes of projectors has been developed by Larry Strong's Essannay Electric Manufacturing Co., Chicago. This new device requires no batteries, no transformers or governors. Pre-setting by the projectionist is not necessary and another advantage attributed to the improved design by Essannay organization is the fact that it touches neither the film nor reel thus eliminating all danger of scratching film.



In operation, it is not dependent upon any change in the normal smooth running projector and can be installed in five minutes time without drilling. One and one half minutes before the end of a reel this reel end signal gives a clear signal of 15 seconds and then shuts off automatically. It is adjustable to either four or five inch standard reels. Of simple though sturdy construction the new Essanny Reel End Signal will deliver at $9.75.

American Mat Corp. Acquires New Plant

The American Mat Corp., manufacturer of floor matting which is widely used in theatres, has purchased a new building at 2018 Adams Street, Toledo, Ohio and is moving into the larger quarters. Announcement of the move was made recently by E. M. Belknap, president, and D. W. Moor, Jr. secretary-treasurer of the company and the American Distributors Company, a subsidiary. 10,000 square feet of floor space in the new headquarters will be devoted to executive offices and showrooms.

Wartime restrictions on rubber products forced curtailment of the company's prewar production and many of the 96 salesmen who handled the national distribution of mat products entered the military services or essential war industries. Now that rubber is again available, many of these men are returning to American Mat and manufacture of the company's products for civilian use has been resumed. Present backlog of orders, it is reported, will keep production at a high level through 1946.

Heat Absorbing Glass Holds Promise For Projection Uses

Improved Color Transmission and Greater Safety Claimed for New Product of Research

Research has produced another great refinement of better projection, film conservation and improved working conditions for studio technicians and artists in the motion picture and television fields, according to Dr. E. D. Tillyer, research director of the American Optical Co. A new heat-absorbing, color-transmitting glass, when used as a heat screen in a projector, permits the projection of motion or still pictures in their original colors onto the screen exactly as they were taken.

At the same time, Dr. Tillyer said, the glass absorbs heat emitted by the light source so that films and slides are protected against damage or burning. This insulating property enables film editors and educators to study a specific projected scene by stopping the projector and relying on the glass to protect the film. The glass, he further announced, can also be used in spotlights and floodlights as a heat screen to protect movie and television actors against scorching heat generated by the powerful lights. Approximately 90 per cent of the present almost unendurable heat is absorbed by the glass.

Development of the glass, Dr. Tillyer added, makes possible improved, safe color projection on an extended scale in homes, schools, theatres and stores.

"The new glass," he said, "absorbs approximately 90 per cent of infrared (heat) radiations and transmits approximately 85 per cent of light out of a possible 92 per cent (eight per cent is always lost by reflections). If reflections are reduced by glare-removing methods, light transmission can be increased from 85 to 90 per cent."

The glass, he said, transmits colors accurately, is chemically stable, resists weathering without requiring a surfacing treatment, and can be molded, ground and polished, and fabricated like ordinary glass. It is formed from carefully balanced proportions of phosphorus, aluminum and silicon oxides, supplemented by various conditioning ingredients together with ferrous iron as the heat-absorbing agent.

Story behind the new glass, as revealed by Dr. Tillyer, is another example of American scientific ingenuity triumphing over reputed German superiority in glass development.

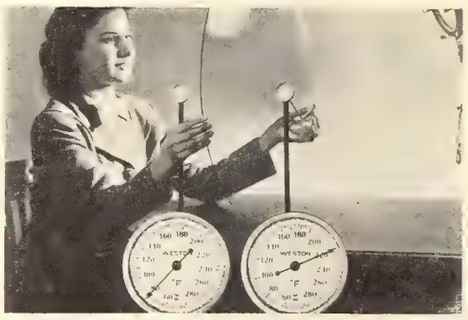
Prior to the war, heat screens for color picture projectors were generally imported from Germany. Although relatively efficient light transmitters, they were chemically unstable and had to be given a special surfacing treatment by their manufacturers to make them resist weathering. Furthermore, they could not be worked like conventional glass.

At the outbreak of the war it became impossible to continue importations of the glass. In view of its importance, American Optical glass technologists intensified their development of a new heat screen based on earlier research and finally perfected a composition that is superior to the German glass.

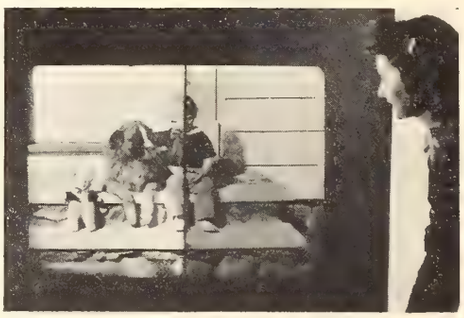
Just what application will be made of this new product in the 35mm field for theatre projection machines remains to be seen but it would seem that if the heat of the arc striking the film were measurably reduced the film would not dry out nearly so quickly as it does under present conditions.



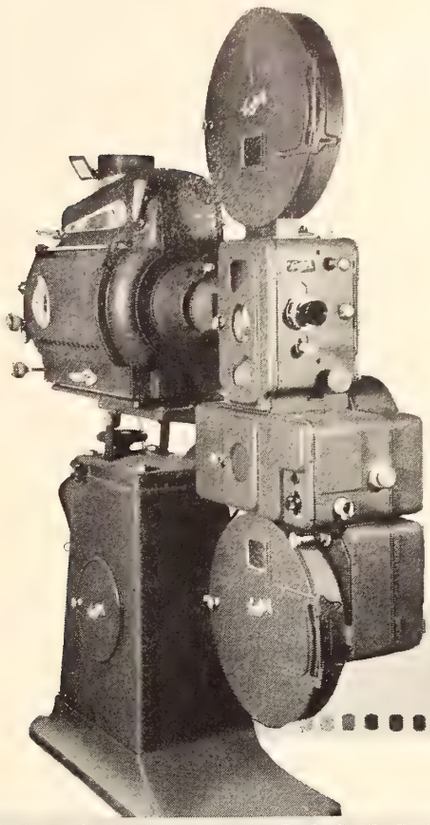
Here Dr. E. D. Tillyer demonstrates how the new glass protects a film or slide against heat emitted by the light of a projector. Despite a protective shield of ordinary glass placed before it, the film in the right pedestal bursts into flames while the film in the left pedestal, protected by a piece of the new glass, survives without damage.



The new glass can also be used as a heat screen in spotlights and floodlights to protect movie and television actors from scorching heat generated by the powerful lights. This picture demonstrates how the glass absorbs heat emited by the floodlight (upper right). Thermometer placed before the glass registers 220 degrees F., whereas the temperature behind the heat-absorbing glass registers only 80 degrees F.



This picture, a reproduction of a scene projected in color, demonstrates how the glass, when used as a heat screen in a projector, permits the projection of motion and still pictures in their original colors. Left half of the scene was projected through the new glass and the right half through a previously developed, less efficient glass. Note improved transmission permitted by the new glass.



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News In A Nutshell

(Continued from Page E-5)

taining of Army and Navy personnel.

Further commenting on the part that visual education has played in science and industry, particularly during the war effort, Shaw said: "It is an honor to present the Museum Certificate of Merit to the thirty-seven year old chief executive of the three decade old DeVry Corporation, under whose capable and far--sighted leadership, his organization was awarded five consecutive Army-Navy "E" Flags, the only company so honored for excellence in the manufacture of motion picture equipment."

The DeVry display, captioned, "Vision-unlimited," includes a working model of the original Volatrope, a model of Edison's first studio for motion picture production, nicknamed "the Black Maria," because of its black tar paper covering, which was built on a turntable so that the building could be turned to permit the sunlight to enter the building through a roof trapdoor throughout the day. The new DeVry '12000' 35-mm. theatre projector which DeVry described as the culmination of engineering research and development to meet and better the Army's and Navy's exacting requirements, is on display in its cream colored and Chinese red finish. Views of the DeVry plant and other of the companys' motion picture equipment round out the display. This is the first occasion of a Merit award by the museum to a manufacturer of motion picture equipment. The presentation ceremony was followed by an informal luncheon for the press and museum officials in the Executives Club atop the 67 story RCA Building. Museum Director Shaw presided as host. Conover cover girl, Kyle MacDonnell, added a touch of glamor to the event and Clinton Thomas, museum public relations director handled the details.



William C. DeVry



Of course, you insist on keeping your floors and carpets clean and neat. Quite rightly, too, because appearances do count.

You should be just as fussy about your booth equipment. It's probably pretty tired after the grind of the last few years and *continuous performance* is the only thing that really pays off.

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New President of Kollmorgen

E. O. Kollmorgen, for the past 5 years executive vice-president, has been named president of Kollmorgen Optical Corp.. He succeeds George L. Haas, who has headed the corporation for many years.

New Book on Physical Theatre

Relating the history of the physical theatre through elaborate art work and interesting text a new book, "Stages Through the Ages," is now being distributed to theatremen by The Strong Electric Corp. Edited by Harry H. Strong and embellished by an able architectural designer, this 80 page book contains 38 full pages of illustrations and descriptions of the world's outstanding examples of theatre architecture dating back to that of Dionysus in Athens, Greece. The research covering a span from the Sixth Century, B. C. up to the present day includes a double page spread illustrating a suggested multiple enterprise amusement center of the future.



Harry H. Strong

Mr. Strong, in handling the research and text has numbered among the notable structures covered: The Globe in Southwark, England (1599), managed by Shakespeare; the Southwark of Philadelphia (1766), the first permanent American theatre; Niblo's Garden, New York (1823); Astley's Amphitheatre, London (1815; the French Opera House, New Orleans (1860, one of the first "multiple enterprises"; Booth's Theatre, New York (1869); the electric lighted Lyceum, New York (1885), with its ventilating system, ozone machines, pit elevator, and folding chairs; and Warners' Cascade Theatre, New Castle, Pennsylvania (1903).

Other books authored by Strong for theatremen in recent years include The Theatreman's Wartime Guide; Light; Then and Now, a History of the Motion Picture; Lamplight and the

(Continued on Page E-26)

Advisory Council Report—No. 11

(Continued from Page E-9)

canopy is a 'V' type attraction sign, well lighted behind the glass with neon tubing set on about four inch centers. It should have neon animation on the front, with the soffit (ceiling or under surface) finished in warm-colored porcelain with lighting of white neon with a bit of color to kill the dead white appearance." Other members concurring or reserving their comment until further lighting experiments are complete, we passed on to another canopy question which is quite a topic of conversation among theatre owners and architects.

Do you believe canopy lighting should be kept as a separate feature of the facade or should it tie into the lighting of the entire facade for decorative effect?

On this we found rather emphatic difference of opinion. The majority, however, seemed to favor tieing the canopy into the decorative scheme of the facade. Here's how the opinion on both sides stacks up:

"The facade decorative scheme is very effective when carried down and under the soffit and to the building line, but, the facade lighting scheme should be of a different design than the lighting of the balance of the soffit." "We believe the canopy should be of the brightest illumination. We also believe that some type of flasher action near the attraction panel is effective. As far as lighting the entire facade, we believe that the general theme should be carried out throughout if the architectural features blend in with the marquee. In planning new theatres we believe the same architectural features should embrace both facade and canopy with the lighting carried out with maximum brilliance."

"The marquee should not tie into the facade," says one member. "The facing of the canopy lighting should be kept as a separate feature with the facade lighted by means of floods or strip lighting for decorative effect," says another. "By all means, tie the canopy into the facade and do a good job of unit designing," is the advice of still another member. It looks as though your personal taste will have to determine your side on this controversial subject.

Theatres Lighting Needs Cited

The Council was just getting warmed up to the topic of discussion when we discovered that we could not hope to cover the subject completely in one session, so for the sake of polishing off this preliminary bout on lighting and with plenty more to come in a later report, we tossed out this question for the temporary pay-off: "Have you any comment on the outlook for new lighting development theatrewise or any type of existing lighting which you believe the engineers should attempt to improve?"

Here are the answers to that fast one over the plate:

"We feel there is great room for development in the field of fluorescent fixtures and lighting. We believe the big electrical and fixture manufacturers should make the improvements immediately." (2) "We believe we are on the threshold of a new mode of lighting but feel it is too early to pedict the form it will take." (3) "Fluorescent murals, illuminated floors and panel lighting are my interests." (4) "It would seem to me that all lighting engineers would attempt to develop tubes which will provide different colored lights out of the same tube controlled by the voltage and amperage used. This type of light would be of tremendous value to theatres and commercial sign illumination." (5) "It is apparent that cold cathode tube lighting is one of the most practical methods of lighting and warrants further development and improvement for theatre purposes." (6) "We feel that indirect lighting in the ceiling of the theatre will give more uniform illumination and pleasing effect. Consequently, we are working this type of lighting into all of our new theatre projects."

We will let another member sum up for us on this subject to close the session:

"We believe that lighting development in the theatres, from the front of the lobby to the auditorium have unlimited possibilities in creating new interior effects. The surface has barely been scratched in this regard and we think lighting is a definite architectural feature which should be treated as such and not as the usual practice of picking out and hanging a fixture. In our opinion a rather high degree of illumination can be utilized in the auditorium to protect public safety, enhance the setting for motion picture presentation and without permitting the light source to disturb or predominate. This can apply to all parts of the theatre."

Cincinnati To Have Drive-In

Cincinnati, Ohio, Robt. Tusch, William and Harry H. Shafer will construct a drive-in theatre accommodating 900 cars on a 20 acre tract just outside the city on Compton Road in the Mt. Healthy area.



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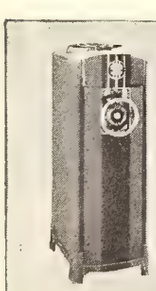
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THE MANAGER

(*Continued from Page E-10*)

quests for new uniforms often reveal that the old ones needed only minor repairs like new braid, sleeve and collar facings. Economy is important for every penny saved is a penny earned.

Realize the importance of full compliance when you are asked to systematize and personally supervise complete and regular maintenance and that you check your theatre before opening each day. Inspect it from the basement to roof once a week and condition it completely once a year.

Developing the Assistant

The most important link in the Manager's staff is his Assistant Manager. A Manager should take his assistant into his confidence on all matters. There are still some Managers, who through lack of knowledge themselves or in their anxiety to gain individual glory, fail in this respect. Most Assistants know the usual routine systems. Managers should coach and teach the young fellow who is under his supervision showmanship problems so that he will be able to step into a Manager's position when the opportunity presents itself.

Two heads are always better than one and consultations with Assistants will be found very beneficial in most cases. They are in closer contact with the house staff and the patrons, due to the fact that they spend more time on the floor than do the Managers who are occupied with other duties that require their personal attention. If your Assistant makes a mistake, correct him and show him where he is wrong. Likewise, if he offers a suggestion welcome it and encourage him to keep thinking on showmanship lines. No one is too old to learn and we must be able to accept suggestions, not only from the Assistant, but also from the house staff—down to the usher on the aisle.

The successful manager who has won his position will undoubtedly reflect an efficient assistant and house staff. Managers should look back to the days when they were striving to be advanced from assistant and realize how much it means to an assistant to get proper schooling in practical theatre operation. Successful personnel development is just as important as showmanship in the day-to-day duties of the manager. Most managers take pride in the team work such a policy engenders.

THE DOORMAN

(*Continued from Page E-10*)

responsibility to sell the theatre as one restful retreat where worry is forgotten and where perfect diversion may always be had at a price within the reach of all.

Some of the requirements or factors for your success are: Enthusiasm, initiative, loyalty and honesty. These are important factors of character, and if these requirements are present, you will find yourself easier to train for greater responsibility.

There is something new to learn every day and none of us, from the highest executive down, should be under the impression that we know it all and there is nothing to learn about theatre operation.

One thing to bear in mind at all times, if

To The Entire Staff Courtesy Our Creed

We believe in courtesy, in generosity, in good cheer and in friendship. But most of all—we believe in COURTESY.

Therefore, it behooves every man here employed to remember this always, and to treat all patrons with COURTESY and careful consideration.

Impress upon the patron through your COURTESY the fine goodfellowship of the place; the "no-trouble-to-help-you" spirit. Never be grouchy, surly or impatient—remember, the patron pays your salary; without him your salary stops, and you are out of a job. Any member of our force lacking the intelligence to interpret the feeling of Good-Will that this theatre holds towards all patrons cannot stay here very long.

First, last and always, your job is to render the sort of service you, yourself, would like to receive. You can do it if you try—and we're expecting you to try.

your purpose is to become a success in theatre operation, is to distinguish yourself above the other men. In your position if you have ambition and initiative, you have an excellent opportunity to bring it to the attention of the manager with whom you work.

Never hesitate to go out of your way to do some little deed for a patron when the opportunity presents itself, no matter how small in detail it is. You will be surprised how patrons will always remain loyal to your theatre because of some small kindness shown to them at some time in your theatre.

Showmanship cannot be taught from books. You can only learn and acquire it by observation and putting into practice all the ideas and suggestions conveyed to you in the daily operation of the theatre.

Some Good Rules to Remember

1. Stand erect, be polite, thank patrons for their tickets and SMILE when you say it.

2. Be familiar with coming attractions, remind the manager if show schedules are not on time, be quick to answer questions on running time of attractions.

3. Don't watch the screen or stand in a position which blocks the entrance doors.

4. Don't get into an argument with a patron. If you can't settle a dispute politely always summon the assistant and turn the problem over with dignity.

5. Be alert to give clear cut instructions or directions on transportation or points in question. Don't confuse a patron with hap-hazard advice. If you don't know the answer, find some one who does or simply admit that you don't know the answer.

6. Be neat in the appearance of your uniform or street clothes at all times.

7. Sell your theatre to your friends and contacts by always seeming to relish your position when speaking of your job. Don't go around panning some employee, the manager or the theatres policy.

8. Exert a little extra effort in the interest of pleasing patrons by doing small favors whenever possible. Reach for tickets without grabbing and if the policy is to return a stub, hand it to the patron promptly. They are always anxious to get inside so as not to miss anything.

9. In calling or speaking to the other members of the staff, don't yell! Speak softly or politely, avoid hand clapping or finger snapping and keep conversation brief.

10. Don't smoke, chew or present the patron with an alcoholic breath. Make your job more exciting by being on your toes every minute.

MATRONS

The duties of a matron run according to the size of the theatre in which the matron is employed. Her chief responsibilities are as follows:

1. Matron should present herself in the manner of a hostess, helping with packages and outer clothing, also offering matches and trying to make patrons comfortable.

2. Matron must have schedule of show and acquaint herself with show as to story, stars, etc. . . . She must know the coming attractions and be able to talk about them.

3. Matron must never argue with patrons. She should speak only when spoken to . . . in a quiet and gentle manner. She should refer all complaints to Chief-of-Service.

4. Matron must know all first-aid instructions and also where to go for supplies. She should keep a needle and spool of thread on hand at all times.

5. Matron should have a supply of change for telephone and candy machines. She should see that the towel containers are kept filled, soap containers filled, waste receptacles are empty, drinking fountain is in proper working condition, mirrors are clean, lounge chairs are tidy, and all bulbs lit and fixtures in order. Any irregularity should be reported to the Manager at once. She should always be in ladies' room at breaks.

6. Matron should not engage in lengthy conversations with other employes, particularly Cashier. She should always address other employes as Mr., Miss, or Mrs.

7. If patron enters ladies' room with small boy, matron must use discretion in handling the situation. If necessary, offer to have an usher take boy to men's room.

THE USHER

Service to the public, to those who spend their money for food, on clothing, or amusement is one sure way to make any kind of business establishment safe from the assault of competition. Many big commercial institutions have long recognized the full value of cheerful, smiling service—giving even more than the money expended calls for. Here is a fine New Year pledge for the usher seeking promotion:

I will to the very best of my ability, try: To conduct myself as a gentleman (or lady) at all times. . . . To render 100 per cent service. . . . To be courteous to patrons and to fellow employes. . . . To work willingly and cheerfully. . . . To be pleasant and wear a smile. . . . To be alert, to anticipate patrons' desires and to surprise them with services and attentions they do not expect. . . . To speak pleasantly: to say "Yes sir," and "No sir," and "I Thank You," and "Please," in a pleasant voice. . . . To obey our rules because I realize that rules are necessary in a business organization. . . . To practice headwork and heartwork because I know that these virtues are indispensible to success. . . . To keep my temper. . . . To avoid arguing with a patron. . . . To make every patron satisfied and happy. . . . To be tidy in my personal appearance.

Rules to Remember

Be neat. Be on time. Do not talk loud. Do not chew gum.

Be dignified. Avoid unnecessary conversations.

Do not encourage flirtations with patrons.

Never give short or flippant answers.

Avoid listlessness. Stand erect at your post.

Keep cool. Do not lose your temper.

Never argue when anything is beyond you, refer to your superior.

Maintain quiet during the performance.

Make a special effort to comfort elderly people.

Report anyone changing seats more than once during the performance.

Never be discourteous. Grouchy people can't stand up under kindness.

Always meet rudeness with tact and kindness.

Don't grouch . . . sell good service just as we do good pictures.

Always wear a cheerful smile.

Strive to please and satisfy every patron as if you owned the theatre yourself.

Do not say "yes" and "no," but "yes, Sir" and "no, Sir," or "Ma'am" as the case may be.

"This way, please" . . . "Thank you" . . . "Kindly remove your arm please" are magic phrases.

Always use them when speaking to patrons.

Mothers with crying babies should be asked to step to the foyer until the baby becomes quiet

Remember that business, like friendship, is sensitive. It goes where it is best treated and stays where it is best served.

You, by your conduct, can make or break your theatre. It may take a hundred dollars worth of advertising to coax a new patron into the theatre and you, with surly manner or sulky word, can drive them away, never to return.

Learning the "Ropes"

Ropes have become part of the equipment in use around theatres in lobby and inside to hold people clear of all aisles and exits. Everybody on the staff must be particularly cheerful when house is full and people are standing in rear and in lobby. The staff should wear a broad smile thus helping to create good-will, and they should say pleasant things to those standing, for instance "It won't be long now," or jokingly saying, "Only a few hours more." In this way you can hold your patrons.

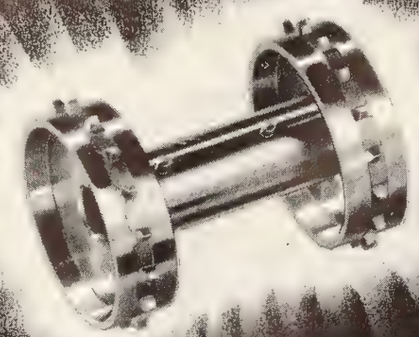
"Stand inside the ropes, please, thank you" is a term suitable for this kind of work. Never speak crossly to any patron any time—but particularly in a crowd. The reason for this is that too many people hear you and take sides . . . not with you, but with the patron. Never pull ropes roughly around patron or patrons. Just simply say, "step in a little further, please" or "Sorry, sir (or madam or miss), but will you please move up?" Never accept tips—NEVER.

Aisles and exits should always be clear for your own and customers' protection. You will find people willing to co-operate with you on this. The law insists on it too, and rightly. The return of a lost glove, cap, hat, umbrella, pocketbook or anything in fact, makes friends. Let the public know you are with them and want their business.

Fertita to Rebuild Beaumont House

Beaumont, Texas. Jefferson Amusement Company's Peoples Theatre, destroyed by fire, will be completely rebuilt by Sam Fertita, owner of the building.

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Patrons Pay For Illusion, Not Mechanics

(*Continued from Page E-13*)

image, Simplex E-7 designers believe they have been successful, and very proudly point to the proof—a vertical jump of less than ⅛ inch per 12-foot screen picture.

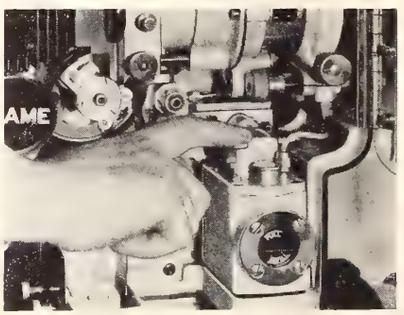
Horizontal unsteadiness, or weaving, presents a less difficult problem, but of course also must be controlled. Simplex designers here drew on their very extensive experience with Hollywood equipment and fitted the E-7 with studio-type guides of the same nature as those used in the camera.

Screen Brightness

The picture must be bright as well as steady. Simplex was the first manufacturer to introduce double shutters. Twenty-four frames, or stills, are projected per second; each one is exposed twice, making 48 exposures per second; each exposure involves one transition from a darkened to an illuminated screen and one from illumination to darkness—96 transitions between light and darkness in each second of operation. Use of double shutters, pioneered by Simplex, causes the area of light to appear first at the center of the screen and spread toward top and bottom; similarly regions of darkness appear at top and bottom and meet at the center. Not only is this "dissolving effect" more pleasing to the eye, but the 96 transitions per second take only half as long to complete. The shutter blades can therefore be made narrower; 70° instead of 90°. The period of total screen illumination is lengthened accordingly; the increase in the illumination and therefore in the brightness of the picture is 20 per cent.

Cleanliness of the Picture

One important cause of dullness in the screen image may be the presence of a layer of lubricating oil on film or lenses. The one-shot lubricating system of the E-7 has a number of striking advantages; among them, that oil doesn't get on film or lenses. It is confined to a system that is completely closed, so far as the film side of the projector is concerned; it is applied under pressure to each bearing in the exact quantity that bearing needs, with no excess. Cleanliness of the image is further enhanced by provisions against dirt, and these provisions also reduce the possibility of the film being scratched by dirt.



Screen brightness is protected and maintained by one-shot oiling system.

Among other protections against a dirty picture are, for example, the ease with which both film gate and film trap can be removed. The gate can be taken out without tools, and in a few seconds. It can be replaced as readily. The trap is also removable in a few seconds, with only a screwdriver and the loosening of two screws. The film, of course, passes between

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gate and trap. Loose dirt in that location can get into the light path and be projected as shadows on the screen. This also is one of the places in the mechanism where the film is most likely to be scratched by dirt if there is any. The construction of the Simplex E-7 makes it extremely easy for the projectionist to keep this region immaculately clean. He can very quickly and without difficulty remove trap and gate both in order to clean them completely; and he could do it between reels without taking any appreciable amount of time from his other between-reel duties.

The white-enameled illuminated interior of the operating side of the mechanism is another provision against dirt. Dirt could hide and accumulate far more easily in a dark and obscurely lighted film compartment.

Maintaining sharpness of focus on the screen is largely a matter of keeping the film flat at the point where it is being projected. If the film is corrugated (buckled), or if the little still picture undergoing projection swells out like a sail in the wind, every part of the film image will not be at the same distance from the lens. Then it will be an optical impossibility to secure a screen image in sharp focus at every point. Under such circumstances some areas of the picture that the audience sees will be blurred, often very badly blurred.

At the instant when a given film image comes before the aperture to be projected, it comes into a region of higher temperature, and therefore expands. Since the film is very rigidly held in the aperture (to insure that the picture on the screen will be steady) the only way the film image can expand is by swelling like a sail. This is called "breathing" of the film. It impairs the accuracy of the focus. It must therefore be kept to a minimum.

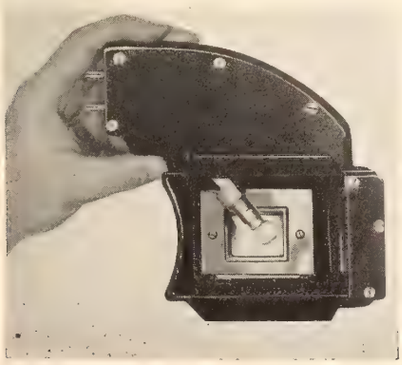
Sometimes, especially with high intensity light sources, the heat at the aperture may become great enough so that the film is partly dehydrated, and wrinkles or "buckles" in consequence. This is a permanent injury, not a temporary condition like "breathing." When that print is run next show, it will give a blurred image, and nothing can be done about it. It will never give a sharp picture again.

Buckling must be prevented and breathing minimized. For these purposes the Simplex E-7 is equipped with a highly efficient cooling system. Cooling air, however, is not blown into the film compartment—it might carry dirt or carbon particles with it to soil or scratch the film. Instead, a sight box, through which the light must pass, is cooled, and thus a great deal of heat is taken out of the light beam before it reaches the projector. This ribbed sight box, located between aperture and rear shutter, intercepts and disperses heat so efficiently that at the end of a full day's operation it is not even warm to touch. The sight box, in turn, is cooled by powerful vanes mounted on the rear shutter, which act like a strong suction fan, drawing air backward from the aperture.

The physical design of the mechanism, further, minimizes the effect of buckling. The film does not run free between gate and intermittent, but is firmly held in position by the intermittent film guide at the point where it leaves the gate. The result is that faults in focus caused by breathing of the film, and any possibility that the next show and future shows will be marred by buckling, are substantially eliminated.

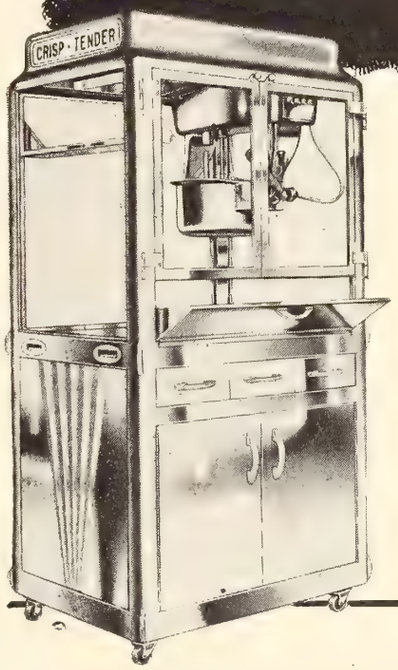
Micrometer-type lens adjustment also assists materially in securing and maintaining the utmost sharpness of focus on the screen.

Space does not permit describing the many other devices and mechanical contrivances incorporated into the Simplex E-7 mechanism for the purpose of giving ideal screen results, nor the sometimes elaborate considerations that govern the exact choice of materials to be used at every point. In each small detail the designers, guided by a background that reaches back to the earliest pioneer days, have sought to find the "one BEST way" and to build the projector accordingly.



Sharpness of focus is protected by air-cooled sight box, which keeps the gate cool to touch even after a full day's uninterrupted operation.

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News In A Nutshell

Don't look now, but if there isn't a copy of a booklet "Strong Reflections" on your desk you should hasten to send for one to Harry Strong, President of the Strong Electric Corporation.



Stanley W. Hand

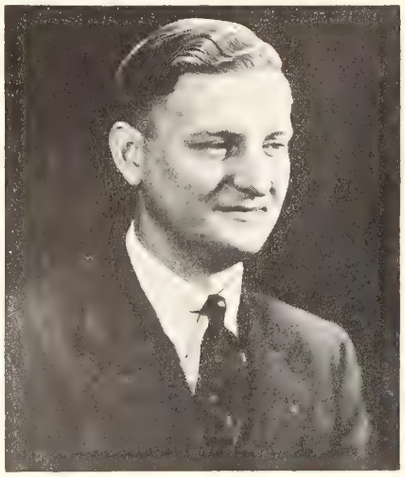
Mr. Hand, former Advertising and Publicity Manager of Altec Service Corp. was recently appointed as Staff Consultant for that organization.

Modern Murals for Walls

(*Continued from Page* 16)

a battery of lights on several circuits. The white, cast plaster fixture is painted in tones of ivory and buff to blend into the mural's color scheme. A smaller plaster disc fixture is shown further back on the auditorium wall and an additional small fixture can be placed still further back if the depth of the theatre requires it.

(*Continued from Page E-20*)



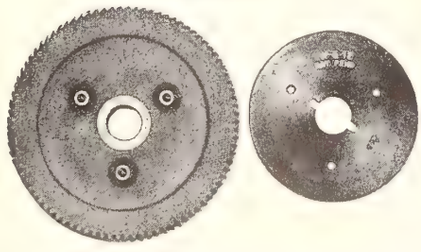
Fred Van Slooten, employed for 10 years in American Seating Company's plant engineering and research departments at Grand Rapids, Michigan, has been appointed Assistant Product Manager for their theatre-chair division. During the war, he carried on important work in the design and development of aircraft pilot seats and tank seats. Because of his broad experience with theatre-chair problems, including the handling of textiles and other chair upholsteries, Mr. Van Slooten's new job is a "natural."

Altec to Service Fox Midwest

Altec Service Corporation has announced the completion of arrangements to handle the servicing of sound reproducing equipments in 59 theatres of Elmer Rhoden's Fox Midwest Circuit. The houses involved in the deal handled by R. Hilton for Altec and Lew Pope for Fox Midwest are located in Illinois, Iowa, Kansas and Missouri. Mr. Hilton, Altec Chicago manager has announced the appointment of Stan Warko, veteran ERPI—Altec sound technician as District Supervisor of the Kansas City area.

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Monthly Maintenance Memos

Keep constant check on fuel supply. Have boilerman drain boiler and refill with fresh water frequently unless water treating fluid is used. Check fuel consumption chart.

Check your projection and sound with the projectionists and service man. Look for equalized light and sound between both projectors. Check light intensity, focus, screen masking.

Make it a regular policy to inspect the house, panic bolts, exit area, aisle and stairway lights, carpet on stairs, aisles, exits, entrances, etc., before opening every day.

Make a weekly house inspection with the cleaning staff to insure against rubbish accumulation in danger spots. Be sure fire extinguishers in good working order are placed strategically to cope with any emergency.

Check outside exit lights, sign lighting and marquee copy regularly. Where overhead signs are suspended, check the anchorage regularly to avoid pedestrian injury. Marquee sign letters which could blow out of their slots could cause serious damage.

Check the marquee roof and theatre attic monthly for waste accumulation. Is boiler room kept free of refuse? Is the box-office kept free of lost and found articles, scrap paper, etc.?

Be certain cleaners air out the theatre for a short time daily even in cold weather. Stale air wastes heat and discourages patronage. Disease germs thrive in foul air.

Make a complete seat check weekly examining each seat for rough surfaces or sharp projections which could tear clothing. Oil or repair hinges where necessary. Have standards secured firmly to floor.

In winter, make certain a staff member scatters sand or sawdust on highly polished terrazzo lobby floors to prevent accidents as a result of slipping. Snow should be removed from sidewalks promptly with special attention to heavy snow on roof or marquee.

Protect carpet from grit and grime in bad weather by using matting at entrance doors. Rubber matting must be handled with care in removing from recesses for cleaning. Dry recess and mats before replacing after scrubbing.

Keep service staff alerted to the importance of keeping dressing rooms tidy. Uniforms should be hung up when not in use, kept neatly pressed and repaired at all times.

Keep rest rooms spic and span, soap containers filled, paper holders loaded, ash trays emptied, odor of disinfectants to a minimum. Rooms should be well ventilated but never freezing cold in winter.

The Cover

With much attention focused upon Projection in this issue we turn to this striking view of "The Star Projected" on the screen of New York's famous Roxy Theatre. This picture, taken from the "Roxy Box" (which is reserved for honored guests) dramatizes the contention of all advocates of better projection that the appeal of motion picture stars and the pictures in which they appear depends to a very considerable degree upon the quality and manner with their images are presented to the public. Bad projection can play hob with even the best photography, story or direction.

Know Your Sound for a Better Understanding of Acoustics

(*Continued from Page E-14*)

it was necessary to establish a fixed base close to the threshold of average audibility of sound. The standard has been set on the basis of an electrical energy flow of one ten-quadrillionth of one watt. Although this would seem extremely minute, a human ear of a little above normal sensitivity can hear a sound of that infinitesimal intensity. This having been set as a base for sound intensity, it is written for the purpose of mathematical calculations as '0 Decibels'. Sound intensity being acoustic power, all measurements are referred to in terms of decibels (db's).

We hear sound engineers speak of noise level or intensity level. This is a reference to the intensity or degree of loudness measured in decibels. For example the noise in an average auditorium may be referred to as having an intenisty level of 30 db. It is also important to know just how the decibel scale is marked off figuratively. Since the threshold of audibility is considered as zero decibels, each one decibel increase in acoustic power amounts to approximately a 26 per cent increase in the loudness or intensity level of the sound. If the intensity of a sound is doubled it will represent about a three db increase on the decibel scale.

Since the ability to hear through the human ear is a physical sensation which reacts through the brain it is possible for a sound to be heard so loudly as to cause pain. The point on the decibel scale at which the sensation of pain becomes noticeable is referred to as the threshold of feeling or 120 dbs. The roar of a cannon or crash of thunder are examples of sound intensity which approach or exceed this point on the db scale, depending upon proximity to the source of the sound.

Without going into the more technical or mathmetical procedures involved in determining the decibel measure of a sound intensity, here are some average decibel levels of common sounds:

Deafening	120 db	Threshold of Feeling
		Thunder, Artillery
		Nearby riveter
	110 db	Elevated train
		Boiler factory
Very Loud	100 db	Loud street noise
		Noisy factory
	90 db	Truck unmuffled
		Police whistle
Loud	80 db	Noisy office
		Average street noise
	70 db	Average radio
		Average factory
Moderate	60 db	Noisy home
		Average office
	50 db	Average conversation
		Quiet radio
Faint	40 db	Quiet home
		Private office
	30 db	Average auditorium
		Quiet conversation
Very faint	20 db	Rustle of leaves
		Whisper
	10 db	Sound proof room
	0 db	Threshold of audibility

The Human Ear

As we have previously shown, frequency produces the sensation of pitch and intensity the sensation of loudness. The method by which the human ear receives the vibrations of a sound wave and converts it into sensations of hearing is extremely complex. Rather than attempt complete coverage of the subject let's examine the more important workings. Looking at the musical keyboard chart, you will note that high pitched sounds such as door squeaks or the chirp of insects appear at the top of the frequency range. Low pitched sounds such as the rumble of thunder, distant gunfire or bass notes are of very low frequency. The ear may hear two sounds of identical intensity or loudness but if they are of different frequencies they may not sound equally loud. Similarly, where different frequencies are involved, sound having double the intensity of another sound will not necessarily appear twice as loud.

Here are some general facts bearing on the characteristics of how the ear reacts to various frequencies and intensities:

(a) At a low intensity level, a tone of high frequency will sound louder than a low frequency tone of the same intensity.

(b) At a high intensity level, all tones of the same intensity will sound about equally loud, regardless of their frequency.

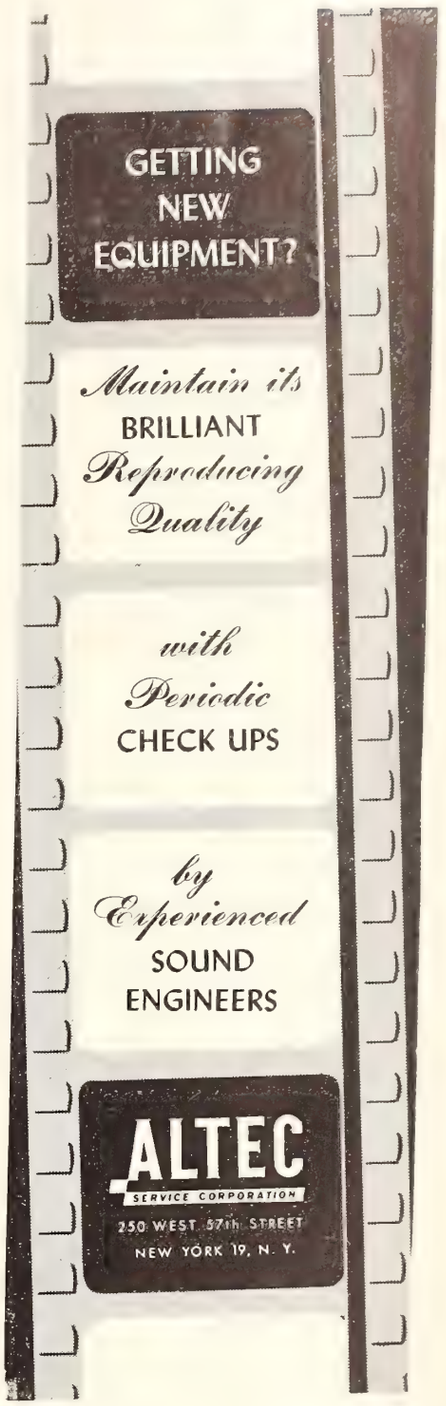
(c) At low intensity levels, a limited increase in intensity level will induce a larger change of loudness in sounds of low frequency than in those of high frequency.

(d) At high intensity levels, a limited increase in intensity level will induce about the same change in loudness irrespective of the frequency of the sound.

We have described the manner in which the vibrating diaphragm sets up a sound wave of moving air particles. In addition to this single frequency or tone (which is referred to as a pure tone) many sounds are composed of two or more frequencies or simultaneous vibrations (Such sounds are called complex tones). Most of the sounds we hear are comprised of a number of frequencies. When a musical instrument is played, the string or reed or the lips of the player will vibrate at several frequencies simultaneously. The lowest or predominant frequency which the ear identifies as the pitch of the note is called the fundamental. All the other component frequencies which go to make up the complex sound are referred to as overtones or harmonics. The combination of the frequencies of a single sound when heard as a single sensation are spoken of as the quality of the sound. It is this difference in the overtones or harmonics of a sound which make it possible for the ear to distinguish between sounds.

In contrast, suppose middle 'C' of the musical scale is played on a violin and the same note is played on a flute. The note would be exactly the same, with the same base frequency, but the component vibrations above this common base will differ and in this way we are able to distinguish between the instruments being used to play the same note. Similarly the understanding of speech depends on the ears ability to distinguish between the various overtones and interpret them on the basis of their vowel or consonant qualities. The shape of the human mouth determines the overtone frequencies and as a result each vowel sound has a characteristic set of overtones which range from 200 to 3,000 cycles. Consonant sounds, such as 's' and 'sh' can contain frequencies ranging as high as 10,000 cycles.

The voice, or speech sounds contain a fundamental pitch which is created by the vocal cords. The frequency is determined by the individual and his manner of speaking. A man's voice in a normal conversation has a fundamental frequency of about 125 cycles. The female voice registers around 250 cycles. Understanding does not depend upon hearing this fundamental frequency but the vowel and consonant overtones are essential.



FOREST
SUPER MCS RECTIFIERS
PROJECTION ARC LAMPS
and SCREENS
60 Park Place, Newark, N. J.

THE BOX OFFICE SLANT

Colorado Pioneers

Republic Western 58 Mins.

AUDIENCE SLANT: (Family) Those who like westerns will enjoy this one, for it has the customary ingredients that please them.

BOX-OFFICE SLANT: One of the better of the Red Ryder series, this should do well for action theatres.

Cast: Bill Elliott, Bobby Blake, Alice Fleming, Roy Barcroft, Bud Geary, Billy Cummings, Freddie Chapman, Frank Jaquet, Tom London, Monte Hale, Buckwheat Thomas, George Chesebro, Emmett Vogan, Tom Chatterton. Credits: Produced by Sidney Picker. Directed by R. G. Springsteen. Screenplay by Erle Snell. Original story by Peter Whitehead, based on Fred Harman's NEA strip, by special arrangement with Stephen Slesinger. Photography, Bud Thackery.

Plot: While in Chicago selling herd, Wild Bill Elliott runs across a group of orphans working for a crook, and he arranges for them to be sent to his ranch for a vacation and a chance to learn to live right. When he gets back there, he runs into some crooked work being done by a gang trying to steal his ranch from him and his aunt. He saves the children from danger while they're learning to herd cattle, and eventually nabs the crooks doing all the nefarious deeds.

Comment: As complete a western as any addict could want from the usual action, fist-fights and just plain skulduggery, to the addition of a group of young orphan children who are taught the ways of outdoor life. It's the latest in the Red Ryder adventure series and as such, has Wild Bill Elliott doing his usual very capable work in the leading role, Bobby Blake as Little Beaver and Alice Fleming, as the Duchess, playing the role of a relative of Wild Bill's. Frank Jaquet and Bill Geary make the villains worthy of the justice meted out to them. R. G. Springsteen gets credit for the smoothly paced direction, and Sidney Picker for the production as a whole.

Strangler of the Swamp

PRC Horror 59 Mins.

AUDIENCE SLANT: (Adult) The horror addicts will get their share of chills, thrills and eerie atmosphere in this tale of a ghost who sought vengeance.

BOX-OFFICE SLANT: A satisfactory offering for the "horror" houses, this picture should also serve as a good filler where the customers like scarey, weird entertainment.

Cast: Rosemary La Planche, Robert Barratt, Blake Edwards, Charles Middleton, Effie Parnell, Nolan Leary, Frank Conlan, Therese Lyon, Virginia Farmer. Credits: Produced by Raoul Pagel. Directed by Frank Wisbar. Original story by Frank Wisbar and Leo McCarthy. Screenplay by Frank Wisbar. Photography, James S. Brown.

Plot: A man hanged for a crime he did not commit comes back to seek vengeance on the people who were responsible for his death. His image appears in the swamps, where he gradually eliminates the male members of the different families involved. The small ferry he owned, which was being run by the man responsible for his hanging, is taken over by the man's granddaughter when he also dies in the swamp. Her love for one of the young men sought by the ghost kills the apparition's powers.

Comment: Theatres which cater to the horror trade will find this picture a very satisfactory offering for their clientele. It will give their patrons their fill of spooks and eerie atmosphere, with ample suspense, chills and thrills. In average houses, it will serve its best purpose as a filler where the business draw includes people who like scarey, weird atmosphere pictures. The acting is good and the direction by Frank Wisbar from an original story by himself and Leo McCarthy makes the story as believable as possible for this type of fare. Rosemary La Planche and Blake Edwards satisfactorily enact the romantic leads, while Robert Barratt, Effie Parnell and Nolan Leary, as members of the supporting cast, are adequate in their performances. Production chores were handled by Raoul Pagel.

Legion of Decency Ratings

(For Week Ending January 5, 1946)

SUITABLE FOR ADULTS ONLY

My Reputation

OBJECTIONABLE IN PART

Scarlet Street

Up Goes Maisie

MGM Comedy 89 Mins.

AUDIENCE SLANT: (Family) Excellent show for average audience, especially those who follow Maisie and her adventures.

BOX-OFFICE SLANT: Up-to-date story on a reconverted Maisie, plus the draw of George Murphy, should bring in satisfactory returns.

Cast: Ann Sothern, George Murphy, Hillary Brooke, Horace McNally, Ray Collins, Jeff York, Paul Harvey, Murray Alper, Lewis Howard, Jack Davis, Gloria Grafton, John Eldredge. Credits: Story and screenplay by Thelma Robinson. Based on a character created by Wilson Collinson. Directed by Harry Beaumont. Produced by George Haight. Photography, Robert Planck.

Plot: Four young men, working on a secret new-type helicopter, hire Maisie as a secretary, and let her in on their plans. The man who is financing the invention really plans to steal it and is being helped by a double-crossing member of the firm. When the helicopter is completed and ready for demonstration, they make away with it, but Maisie, who has become suspicious, follows them and locates it. She takes off and succeeds in landing the machine in the Rose Bowl.

Comment: The combination of smart dialog, good acting and tasteful photography gives this latest of the Maisie series the same excellent ingredients which have been standard since the series' inception. This time MGM has surrounded Ann Sothern with a fine supporting cast, but the little blonde temptress carries the bulk of the work on her very capable shoulders. A war-time reconversion casualty in the film, she handles the role of a sexy job-seeking secretary, who finally lands a position as a combination office worker-helicopter welder, with the ease and ability which her fans expect of her. George Murphy gives a likable performance and the added attraction of his name should do much in bringing in satisfactory returns. Hillary Brooke, Horace McNally, Ray Collins and Murray Alper also turn in workmanlike portrayals. Fast-paced direction is a credit to Harry Beaumont. George Haight produced.

I Ring Doorbells

PRC Comedy-Mystery 67 Mins.

AUDIENCE SLANT: (Family) Oft-told story is lacking in action, but amusing situations and suspenseful spots should provide enough interest for murder-mystery fans.

BOX-OFFICE SLANT: Good for a berth on any double-feature set-up. Might be exploited to good returns in average communities.

Cast: Ann Gwynne, Robert Shayne, Roscoe Karns, Pierre Watkin, Harry Shannon, John Eldredge, Harry Tyler, Doria Caron, Jan Wiley, Joel McGinnis, Charles Wilson, Hank Patterson, Eugene Stutenroth, Roy Darmour. Credits: Screenplay by Dick Irving Hyland. Based on a book by Russell Birdwell. Directed by Frank Strayer. Associate Producer, Martin Mooney. Produced by Leon Fromkess. Photography, Benjamin H. Kline.

Plot: Reporter Robert Shayne returns to his paper after a trip to New York, and on his first assignment mets another reporter, Ann Gwynne, with whom he falls in love. But his editor unwittingly kills the romance by putting Shayne on the trail of his son's fiance, whom he suspects of being a gold-digger. Shayne plays up to the fiance's maid in order to unearth some evidence on the gold digger; this makes his reporter girl friend angry and gets them both involved in the murder of the gold-digger. But a camera placed in the dead girl's home by a news photographer turn up evidence which convicts the real killer and frees Shayne and Gwynne.

Comment: Following the customary mystery formula of the newspaper reporter who aids the police, finds the murderer and gets his girl, "I Ring Doorbells" has enough suspense and entertainment to please audiences in average communities, and should provide good support for a stronger feature. In some situations it might top a western on a week-end action bill. While the film is nearly always interesting, it falls short of being logical; yet only discriminating moviegoers will be concerned with this defect. Ann Gwynne and Robert Shayne essay engaging performances, assisted by Roscoe Karns (who displays his usual fine instinct for comedy as Shayne's sidekick), Harry Shannon, Doria Caron and Harry Tyler. From the production standpoint, the settings are attractive and the photography good. Extra exploitation in small towns and neighborhoods should help to boost grosses.

I Know Where I'm Going

(Reviewed in London)

GFD-The Archers 91 Mins.

AUDIENCE SLANT: (Family) Off the beaten track and strangely charming story of a girl who believed that only money can bring happiness.

BOX-OFFICE SLANT: May get by with better class audiences.

Cast: Wendy Hiller, Roger Livesey, Pamela Brown, Nancy Price, John Laurie, Petula Clark, George Carney and others. Credits: Written, directed and produced by Michael Powell and Emeric Pressburger. An Archers Production.

Plot: Wendy, daughter of a bank manager, believes that money is the one key to happiness and becomes engaged to a middle-aged millionaire who, though making riches out of the war, seeks the safety of one of the wild Western Isles of Scotland. She goes to marry him but cannot cross to the island because of a storm. Livesey, a laird, befriends her and offers her hospitality until the weather improves. She despises these Scottish folk and

refuses to accept their assurance that it would be dangerous to cross to the island. She bribes a boy to take her and the boat is all but swept into a whirlpool. The sincerity of these people gradually wins her and she realizes that she loves Livesey.

Comment: This picture may appeal to better class audiences. The storm and whirlpool scenes are terrific and the shots of the Western Isles are breathtakingly beautiful. Producers Michael Powell and Emeric Pressburger have strived hard to get off the beaten track and many of the incidents introducing local color and character are excellent. The main trouble is that they have a sermon rather than a plot, and the film could be improved by cutting. There are sequences which seem to have no reason to exist. The heroine is an unsympathetic character and as played by the self-assured Wendy Hiller, the audience is almost sorry when she is saved from the whirlpool. Roger Livesey is pleasing as the laird, while the small parts are uniformly well played, particularly those of Nancy Price and Pamela Brown. Erwin Hiller's photography is worthy of special note. Despite its shortcomings, the film has charm and character and will be discussed by those who see it.

The Strange Mr. Gregory

Monogram Drama 62 Mins.

AUDIENCE SLANT: (Adult) Black magic, hypnotism, etc., for the entertainment of the amateur magicians and other moviegoers who like this type of fare.

BOX-OFFICE SLANT: Satisfactory secondary feature.

Cast: Edmund Lowe, Jean Rogers, Don Douglas, Marjorie Hoshelle, Jonathan Hale, Frank Reicher, Robert Emmett Keane, Frank Mayo, Fred A. Kelsey, Anita Turner. **Credits:** Directed by Phil Rosen. Original story by Myles Connolly. Screenplay by Charles S. Belden. Photography, Ira Morgan. Produced by Louis Berkoff.

Plot: A professional magician, experimenting with a death trance, succeeds in putting himself into a state of suspended animation. In this way, when he falls in love with a young woman, he is able to frame his own "murder" so that it looks as though the woman's husband is guilty. His death trance fools the authorities, and the husband is convicted and ready to pay the penalty when the entire thing is exposed by a friend.

Comment: As a secondary feature, this picture about black magic, hypnotism, voodooism and such, will entertain those moviegoers who are interested in this type of fare, mainly the amateur magicians. One could call the film a horror offering, for coffins, killings and other legerdemain art which tends to scare and frighten people are there. But in this case it wouldn't be correct to classify it as such, for though it contains the above mentioned heinous deeds, it lacks the suspense, eerie atmosphere and thrills usually found in horror pictures. Properly, it is a melodrama. Edmund Lowe does a good job as "The Strange Mr. Gregory," though his hynotism lacks conviction, for he doesn't seem to carry the power one attributes to hypnotists. Jean Rogers makes believable the girl he's trying to control, and Marjorie Hoshelle and Frank Reicher give satisfactory supporting performances. Direction by Phil Rosen, though good in handling the players, doesn't add anything to a script that misses its target. Production was handled by Louis Berkoff.

Girl on the Spot

Universal Drama-with-Music 75 Mins.

AUDIENCE SLANT: (Adult) A mixture of Gilbert and Sullivan music with melodrama that should please the not-too-discriminating.

BOX-OFFICE SLANT: Should serve as a satisfactory second feature.

Cast: Lois Collier, Jess Barker, George Dolenz, Fuzzy Knight, Ludwig Stossel, Richard Lane, Donald MacBride, Edward S. Brophy, Billy Newell, Ralph Sanford, Delos Jewkes, Russell Horton, Carol Hughes, Joseph Crehan. **Credits:** Directed by William Beaudine. Produced by George Blake. Screenplay by Dorcas Cochran and Jerry Warner. Original story by George Blake and Jack Hartfield. Photography, Maury Gertsman.

Plot: Seeking an audition for a spot in a night club, a young singer is an unsuspecting witness to a murder. The gangsters responsible for the crime are hot on her trail when the police and an ace crime photographer start following up clues. Things become pretty hectic when the murderers slip through a police cordon in order to reach the girl before she can talk, but the police nab them in time.

Comment: This is neither one thing nor the other. It starts out being a melodrama, with the opening scene showing someone committing a murder, and then goes on to a Gilbert and Sullivan operetta. The two are combined, but not too smoothly, for the melodramatics just don't fit in with the beautiful music and one never knows what to expect in the next scene: music or shooting! As a filler, it will take care of the seventy-five minutes of its allotted time, with sufficient enjoyment for those not too discriminating audiences who can enjoy Gilbert & Sullivan in spite of its surroundings. Lois Collier in the leading role does a very satisfactory job both vocally and dramatically. In the romantic lead is Jess Barker and with him, handling what comedy the picture carries, is Fuzzy Knight. Supporting cast has such capable performers as Ludwig Stossel, Edward S. Brophy and Richard Lane. Direction by William Beaudine spots the musical sequences well, but the story is too confused for him to turn out a smooth-running job. Producer was George Blake.

The Spiral Staircase

RKO Radio Mystery-Drama 83 Mins.

AUDIENCE SLANT: (Adult) A thrilling, eerie mystery about a woman-killing maniac. Excellent entertainment.

BOX-OFFICE SLANT: Sure-fire money maker, with word-of-mouth comment certain to multiply the grosses. Will lead in any situation and particularly good for a long run in class houses.

Cast: Dorothy McGuire, George Brent, Ethel Barrymore, Kent Smith, Rhonda Fleming, Gordon Oliver, Elsa Lanchester, Sara Allgood, Rhys Williams, James Bell. **Credits:** Directed by Robert Siodmak. Screenplay by Mel Dinelli. Based on the novel, "Some Must Watch," by Ethel Lina White. Photography, Nicholas Musuraca. Produced by Dore Schary.

Plot: Several murders of women with minor afflictions have occurred in a small town, so that everybody becomes worried about a young girl who has been unable to speak since childhood. The people for whom she works—a professor, his mother and his brother—and the young doctor in the town, who is in love with her, all make plans for her safety. Strange happenings occur in the professor's home and finally his secretary is found murdered. The speechless girl uncovers the murderer and in the terror and excitement brings back her voice by calling to the man she loves for help.

Comment: Spooky, nerve-tingling atmosphere, dark shadowy figures with a maniacal murderer on the loose (not to mention the horror-stricken faces and screams of his victims), combined with a smooth direction that builds to a terrifically exciting climax, make this picture a really first-rate mystery. It is sure-fire thrill entertainment that will pack them in, especially after word-of-mouth spreads, for it is filled with the kind of suspense and absorbing terror that grows as the film unwinds. That it is definitely not a picture for persons who cannot stand frightening or eerie situations, thus keeping some out, is a factor which will also serve as excellent exploitation and draw many more in. Name draw and quality of the production makes it a leader in any situation and particularly good for long runs in class houses. Dorothy McGuire as the "speechless" girl is excellent. She hasn't a line of dialog to speak throughout the entire film, yet she performs so well that one feels with, and for, her, the terror and frightening atmosphere around her. George Brent, Rhonda Fleming, Kent Smith and Gordon Oliver are all very good, but special notice will be taken of Ethel Barrymore and Elsa Lanchester who turn in outstanding supporting jobs. Production by Dore Schary and direction by Robert Siodmak are responsible for the excellence of the picture which, as an indication of their teamwork, should create a following for them in the field.

ADVANCE DOPE

SHE-WOLF OF LONDON (Univ.) **Mystery-Drama. Principals:** June Lockhart, Sara Haden, Una O'Connor, Don Porter. **Director,** Jean Yarbrough. **Plot:** A young English girl fears she has inherited the curse of her family, said to be haunted by the spirits of wolves. A week before her marriage, she is terror-stricken by the savage murder of a child near her home. Convinced that she is the half-human killer, a "she wolf," she acts very strangely to her family and at last gives herself up. As police are summoned, she is threatened by the real murderer, who comes to an accidental end before the girl is harmed.

SOMEWHERE IN THE NIGHT (20th-Fox) **Mystery-Drama. Principals:** John Hodiak, Nancy Guild, Lloyd Nolan. **Director,** Joseph Mankiewicz. **Plot:** After many months in a hospital, a Marine is given a medical discharge. Ever since a grenade exploded in his face, he hasn't known who he is or anything about his past. As he picks up the threads of his former life, from a letter among his possessions, he unravels a maze of intrigue, murder, stolen millions and a beautiful girl, whom he wins when the mystery of his identity is cleared.

JOHNNY COMES FLYING HOME (20th-Fox) **Drama. Principals:** Richard Crane, Martha Stewart, Faye Marlowe. **Director,** Ben Stoloff. **Plot:** Three discharged Army combat fliers pool their resources to buy a surplus C-47 and set themselves up in an air-freight business. One of them has been grounded because of nerve exhaustion, so he becomes the business manager and the other two do the flying. When they need money to buy another plane, one of the boys signs up to test a new jet model. On the day the test is to be made, his wife is taken to the hospital, so the grounded flier takes over and makes a successful flight.

NIGHT TRAIN TO MEMPHIS (Rep.) **Western. Principals:** Roy Acuff, Allan Lane, Adele Mara. **Director,** Lesley Selander. **Plot:** By deceiving the owners of farm land, a railroad magnate talks them into selling him their land which he wants for a shortcut for his railroad. When the townspeople discover the hoax, they wreck the construction camp and also frame his daughter with a fake murder. They hold this over the father's head to force him to give the land back, but when the girl is in danger of losing her sanity because of her imagined guilt, the villagers explain how it all happened, and she is reassured.

THE SHOCKING MISS PILGRIM: (20th-Fox) **Technicolor. Principals:** Betty Grable, Dick Haymes, Coleen Gray, Anne Revere. **Director.** George Seaton. **Plot:** This is the story of America's first feminine office worker and of her struggle to acquire recognition in a man's world. Against the stern disapproval of her father she goes to a business school, leaves home and takes an office job. There she meets the opposition of all her male business associates, but she perseveres and in the end, wins the boss over to her side and marries him.

the SHOW BUILDER

A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

Official Mascot

After viewing the MGM Color Cartoon, "Wild and Woolfy," Marines stationed at Camp Pendleton, Calif., have requested the Culver City studio for permission to use the leading character, a little dog in a ten-gallon hat, as their official mascot. The studio is now working up an insignia featuring the pup for the Marine outfit.

Human Interest Angle Plugs MOT Subject

Just before a March of Time exploitation screening on "Justice Comes to Germany," MOT received a call from 1st Lt. Burke W. Jay of Palmyra, N. J. He had heard that MOT had made a film in connection with the death of a U. S. flyer, Lt. Woodruff E. Warren, one of five airmen shot down with him over Germany, and was anxious to see it.

With the details of his death affirmed by Phil Williams, MOT publicity head, Jay obviously moved, revealed that the deceased flyer had been his buddy. He was accordingly invited to the MOT studios for the advance screening.

Upon being informed, news chiefs were so enthusiastic over this new human interest angle, that they dispatched a writer-layout team to cover the story. Picture syndicates were tipped off on the added news value and interviewed Jay after the screening. Arrangements were made with MOT to supply exclusive scenes from the film for newspaper reproduction. As a result, the picture story broke papers throughout the U. S., reaching an estimated audience of well over 20 million readers.

RKO Completes Six Two-Reelers, Sends 4 More Into Production

Producer George Bilson has disclosed, that having completed half of its 12 two-reel comedies scheduled on the 1945-46 program, RKO is preparing to send four more into production this month. Three Edgar Kennedy and an equal number of Leon Errol comedy shorts, have been shipped and the four set for next month will include two each for Kennedy and Errol.

Plans for an expanded shorts program, to include six musical shorts, are under discussion and is expected to be announced on the 1946-47 schedule. The plans at present call for the use of name bands as the feature of the musical two-reelers.

Local Boy Angle

Al Bennett, who lives in Ashland, Ohio, appears in a United Artists short, "Wingmen of Tomorrow." W. S. Eckard, manager of the Ashland Theatre, found this out and by means of the local pride angle induced the Junior Chamber of Commerce to sponsor the showing of the picture as part of its campaign for a new airport. The neighbors turned out en masse to see Al.

Angles in Paramount Shorts Exploited in Diversified Campaigns Across the Nation

Publicity and exploitation campaigns staged in connection with Paramount shorts, prove the box-office values in those short subjects which contain some local or national angle that can be exploited.

Successful campaigns, taking advantage of the aforementioned angles, have been put across on nearly every "Popular Science" and "Unusual Occupation" short. Produced by Jerry Fairbanks for Paramount release, the films are geared to deal with postwar activities and unusual occupations of lesser known people throughout the country.

Premieres of the first "Popular Science," on the new schedule's lineup, were held in Seattle and Toledo, while openings of the second in the series, which features the Institutum Divi Thomae's expedition into the Florida Everglades, were held at Cincinnati. Accounts of the expedition and the filming were carried throughout the country in 150 leading Catholic schools and newspapers.

"Unusual Occupations" which is now being set for release, has tied into the nationwide campaign being conducted by the Braille Institute for the Blind. Chicago's State-Lake Theatre presented the "Mad-Hatter-of-Chicago" in his unusual occupation of designing odd hats, in connection with the showing of the film at a cocktail preview for 150 Chicago socialites.

Another of the Fairbanks short series, "Speaking of Animals," has been made the subject of a forthcoming spread in *Look* magazine. The publication's Hollywood photographer spent two days shooting "A Day in the Life of a Dog Star" featured in Fairbanks' new release, "Hillbillies."

Premiere of Grantland Rice's Sportlight "Running the Team" at Notre Dame, South Bend, cornered considerable national publicity and exhibitor recognition.

Paramount Puppetoon Producer George Pal has prepared a mobile display, which at present is on exhibition at the University of Princeton, to publicize his Puppetoon series nationally. This exhibit not only shows the completed subject, but depicts the puppets in their various forms of preparation. After the exhibit at Princeton, plans call for the spectacle to be routed into big cities throughout the country.

Two picture books on the Pal characters are now on sale in the book stores, and several recording companies are negotiating with Pal for a children's album on his "Jasper" and "Punchy and Judy" puppets.



BACK TO WORK. Back in civilian clothes again after serving in the Navy as a WAVE since 1943, Loia Cheaney (right) is again in charge of exploitation of shorts as assistant to Besa Short (left), head of Interstate Circuits short subjects booking department at the company's home office in Dallas.

Warners Set 'Star in Night' As Annual Christmas Release

"Star in the Night," Warner short subject released last week as a special Christmas attraction, will be reissued annually as a holiday featurette, according to Norman H. Moray, short subject sales manager.

Decision to make the subject a yearly special was made Wednesday as a result of reactions from exhibitors and audiences who saw the picture the past week and in its pre-release engagements.

"Star in the Night" is said to be the costliest two-reeler ever made by Warners, due chiefly to its strong cast including Donald Woods, J. Carroll Naish, Dick Erdman, Rosina Galli.

Veteran Cartoon Unit Set Up at MGM By Producer Fred Quimby

MGM Producer Fred Quimby has organized a new cartoon unit staffed entirely with returning service personnel. Included in the group are Bill Williams and Ralph Tiller (AAF); Jack Cosgriff and Chuck Couch (U. S. Navy); Vonda Bronson Wise and Kathleen Coyle (Waves). They have been assigned to the Barney Bear unit under the supervision of William Hanna and Joseph Barbara, co-directors of the Tom and Jerry series.

A second unit is also in the process of being organized for a musical series of cartoons, the first of which will be "Tales of Vienna Woods."

May Shows Short Subjects at Saturday Matinee Kid Shows

Saturday matinee shows are being held regularly at the Rosetta Theatre, Miami, Fla., by Ed May, manager, for boy and girl members of the theatre's Kiddie Club.

Besides the regular feature, May is giving the youngsters a diversified program of short subjects including serials, comedies, cartoons and newsreels.

SHORT SUBJECT REVIEWS

Hitler Lives? *(Excellent)*

WB (2105) Featurette 20 mins.

At a time when one of America's great problems is the handling of Germany, this highly topical short, narrated by Knox Manning, shouts again and again to be firm with the ex-master race, to watch the seemingly docile burghers and to make sure another Fuehrer does not rise from the dregs of beaten Germany. It goes on to point out that we must sear the warlike attitude from the German mind and stamp out his "super-race" complex before the peace can be assured. Showing scenes of Bismarck, Kaiser Wilhelm and Hitler in their thwarted attempts to conquer the world, the picture asks if there will be another. For, as Manning explains, German history has mapped out a blueprint of world conquest which every German leader believes he must follow. Keynoting the big rehabilitation job ahead in Germany, there is also the danger of our own native-born fascists to disrupt it, as even now they speak of World War III. With the indecision over Germany, critical world political affairs and the growing menace of religious and race prejudices, this is a short which is a 'must' and one that should provoke considerable comment.

Challenge to Hollywood *(Interesting)*

20th-Fox March of Time No. 5 18 Mins.

Giving impetus to Britain's revolutionary plans for capturing U. S. and world motion picture audiences, this newest March of Time poses the question: "What's behind the British film industry's new upswing?" Mindful that England is paying out $80 million a year for U. S. films, theatre magnates such as J. Arthur Rank, are attempting to build the once weak British picture industry into a strong organization which will be able not only to compete with the Hollywood import but also to corner a foothold on the American market. For, going directly to the sets of Britain's movieland, MOT cameras show new stars being groomed, spectacular productions being photographed and borrowed American screen talent aiding the Britons in their attempt to produce a product which American audiences will enjoy. The film is timely and should do well to help exploit future English fare, of which we shall soon see much, and it should put an ant in Hollywood's pants.



BLOWS UP BUGS. As though he weren't already blown up enough, what with that Leaders of the Motion Picture Industry top rating, Warners' Bugs Bunny gets another boost here in connection with the Coronet Magazine coverage of last month. The display is in front of the Majestic Theatre, Dallas, and the gentleman at the right is Walter Boroff, assistant manager.

Airline to Everywhere *(Excellent)*

RKO Radio (63,101) This Is America 17 mins.

The bases and routes of the Army's Air Transport Command, shown both on maps and in scenes taken while flying the routes and at the bases bring out the possibilities of global air travel following the army's closing of its various establishments all over the world upon completion of its job. The film depicts the manner in which supplies were hurriedly transported to all corners of the globe and how, at present, wounded veterans by the thousands are being transported by air to general hospitals in this country. It brings out, too, the ground forces and various establishments necessary in the operation of the various services including housing, banks for changing money into various currencies, schools to teach natives how to care for the planes, etc. Excellent subject for any type of program.

Book Revue *(Very Good)*

WB (1713 Merrie Melodies 7 mins.

Titles of popular books furnish the basis for gags in this Technicolor cartoon directed by Robert Clampett, in which the theme revolves around the efforts of Daffy Duck in a "Danny Kaye" impersonation, trying to persuade Red Riding Hood not to visit grandma, whom Daffy knows is the wolf. Supporting caricatures of Sinatra, Harry James and Benny Goodman are hilarious and of course the wolf gets his due.

Badminton *(Good)*

MGM (S-756) Pete Smith Specialty 9 mins.

Pete Smith brings the world's badminton champ, Ken Davidson to the fore, explaining the game's finer points and demonstrating the agility and skill required to knock around the feathered shuttlecock so that the opponent can't make a satisfactory return. Smith's delicious sense of comedy is again demonstrated in his comment and in Ben Blue's off-scene interest in the game.

Bus Pests *(Funny)*

MGM (S-753) Pete Smith Specialty 10 mins.

The delightful part of this Pete Smith short is that so many people have experienced at least one of the episodes with Bus Pests that Smith presents here. Smith's comment on the various episodes points up again that the producer is one of the true wits of the times. Maybe it will cure some of the pests, at that.

13 WB Shorts Set for January, February Release

Warner Bros. will release 13 short subjects in January and February, according to Norman H. Moray, short subject sales manager.

January releases include two Technicolor specials, "In Old Santa Fe" and "Forest Commandos"; two Technicolor cartoons, "Book Revue" and "Good Egg"; a Technicolor Sports Parade, "Cavalcade of Archery"; a Melody Master Band, "Headline Bands," and a Vitaphone Variety, "Peeks at Hollywood."

In the February list are three Technicolor cartoons, "Holiday for Shoestring," "Trial of Mr. Wolf" and Bugs Bunny in "Baseball Bugs"; two Technicolor Sports Parades, "Holiday on Horseback" and "Michigan Skidaddle," and a Featurette, "Meet Your Navy."



NEWS EDITOR. Lt. Col. John D. Le Vien (above), of New York, has succeeded Alfred Butterfield as news editor of Pathe News. Butterfield was recently appointed editorial director. Le Vien served for nearly five years in the U. S. Army.

5 Paramount Shorts in January

Paramount has scheduled five shorts for release in January. Beginning with Jerry Fairbanks' second "Unusual Occupations" of the current series on January 4, the schedule includes "Bargain Counter Attack," Little Lulu cartoon, January 11, a Grantland Rice Sportlight, "Good Dog," January 18; Fairbanks' "Speaking of Animals" titled "Hillbillies," January 18, and a George Pal puppetoon, "Olio for Jasper," January 25.

Army Selects RKO Sportscope

The Army Motion Picture Service will use RKO's Sportscope No. 5 "Ski Master," nationally. The picture will be shown beginning January 12.

Newsreel Synopses

(Released Wednesday, January 2)

MOVIETONE (Vol. 28, No. 35)—President Truman's Christmas speech; Nation mourns General Patton's death; Death for Yamashita; Hollywood premiere of "Leave Her to Heaven"; Australian horse race; Children of all nations send New Year's greetings.

NEWS OF THE DAY (Vol. 17, No. 233)—Verdict of guilty and sentence of hanging given to Yamashita; Highlights in the spectacular career of General Patton; Traffic bottleneck delays GI's arrival home; Sports revival in France.

PARAMOUNT (No. 36)—High-point Pacific fighting men home for Christmas; Community Christmas tree is lighted on White House lawn; Highlights in the career of George S. Patton; Nobel prize honors Prof. Wolfgang Pauli; Trial of Yamashita ends with verdict of guilty.

RKO PATHE (Vol. 17, No. 38)—Yamashita found guilty; Rudolf Hess confesses his amnesia has been a hoax; First jet take-off from carrier; Flame-tanks demolish Japanese planes.

UNIVERSAL (Vol. 18, No. 463)—Tribute paid to General Patton; Yamashita trial ends after Japanese General is sentenced to death; Tens of thousands of service men unable to get home for Christmas; Destroy Japanese planes; Seaborne jet plane.

ALL-AMERICAN NEWS (Vol. 4, No. 167)—First Negro Alderman takes seat in Louisville council; Dean of journalism poses in his Cincinnati office; "Way Down South in Dixie" beauties love the snow; Sen. Myers and Congressman Corbett discuss new holiday; Virginia State and Dayton Bombers in opening basketball clash.

Note: Because of the New Year's Day holiday, synopses on January 5 releases were not available at press time.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone, Hollywood 2055

Comet Set to Make Nine in 18 Months

Comet Productions, Inc., newly-formed producing company headed by Mary Pickford, Buddy Rogers and Edward Peskay, will produce nine films in the next 18 months for release through United Artists, it was announced last week in Hollywood by Miss Pickford, president of the company. Six pictures are scheduled to go into production this year.

Rogers will be co-producer with Ralph Cohn on four of these and will co-produce two others with Hugh Harman. The Harman-Rogers pictures, patented under the title of Anim-Action, will combine animated cartoons with live talent and will be filmed in color. In this group, "Joe Miracle" and "Haunted Horse" have been set for production early this year.

The four Rogers-Cohn productions will be "Singing Village," "Fighting Irishman," "Little Iodine" and "Adventures of Don Coyote." Miss Pickford pointed out that all Comet productions will be directed toward "whatever will be the best quality and the best length on the screen."

Four writers and two directors have already been signed, according to Miss Pickford, to work out of the United Artists Studio on the Goldwyn lot, producing quarters for Comet productions. Other pictures listed for production are "Widow from Frisco," "The Bat" and "One Rainy Afternoon," also several of the renowned films in which Miss Pickford once starred.

RKO Producing Eight Pictures During January and February

RKO will put four feature pictures into production this month and another four in February, according to the schedules announced by the studio. Due to go this month are: "Christabel Caine," starring Joan Fontaine, Henry Fonda and Alan Marshal, with William Pereira producing; "A Likely Story," co-starring Barbara Hale and Bill Williams, with Richard Berger producing; and "Double Trouble," starring Jack Haley, with Sid Rogell in charge of production.

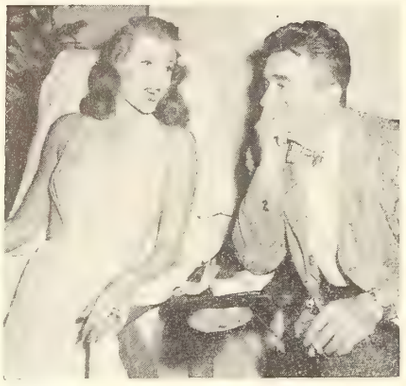
The February list includes the Technicolor feature, "The Strange Adventure of Sinbad," starring Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak, with Stephen Ames as producer; "Deadlier Than the Male," with Lawrence Tierney; "The Falcon in Reno," with Tom Conway; and "Child of Divorce," with eight-year-old Sharyn Moffett in the title role. Sid Rogell will be the producer on the latter three productions.

Paramount Renews Brackett

Charles Brackett, who joined Paramount as a writer in 1934 and was made a producer three years ago, has renewed his contract with the studio. His past productions include "The Lost Weekend" and "To Each His Own."

Newcomer in Wallis Production

Hal Wallis's newest find, Douglas Dick, has ben tendered a leading role in "The Searching Wind," now in production at Paramount with Robert Young, Sylvia Sidney and Ann Richards starring. Fred Gierman and Henry Rowland have been added to the cast.



SHE TALKS, HE LISTENS. Usually the director talks and the star listens, but that procedure is reversed in the photo above which shows Rita Hayworth voicing a suggestion or two while Director Charles Vidor listens, between scenes of "Gilda" at the Columbia studios.

MGM Describes Atomic Film As Its 'Most Important Picture'

Announcing early 1946 releases, some of which are already completed and have been tradeshown, MGM describes its projected atomic bomb feature, "The Beginning of the End," as "the most important picture the company has ever undertaken." The picture is scheduled to go before the cameras in the immediate future following the completion of conferences between Producer Samuel Marx and scientists, Washington leaders and President Truman, which tied in with the finishing of the story draft by Bob Considine.

Other films announced for 1946 release are "Adventure," "They Were Expendable," "Yolanda and the Thief," "Easy to Wed," "The Harvey Girls," "Holiday in Mexico," "Till the Clouds Roll By," "Ziegfeld Follies," "Vacation From Marriage," "The Green Years," "The Postman Always Rings Twice," "The Hoodlum Saint," "Hold High the Torch," "The Yearling," "Two Sisters From Boston," "No Leave, No Love," "Bad Bascomb" and "What Next, Corporal Hargrove."

Stevens Joins Liberty Films As a Producer-Director

George Stevens has joined Liberty Films, Inc., to become the third top flight producer-director and fourth member of this major production unit at RKO Radio. He thus becomes associated with Frank Capra, William Wyler and Samuel Briskin in what is said to be one of the strongest combinations of production talent to be formed in postwar Hollywood.

Stevens, now in Hollywood on terminal leave, served for two years with the U. S. Army Signal Corps with the rank of lieutenant colonel.

Stahl to Assist Espy at PRC

Reeves Espy, vice-president in charge of production at PRC Studios, has announced the appointment of Marvin D. Stahl as his executive assistant.

Service Men Resume RKO Acting Careers

With the new year, the first peaceful one in five years, RKO has welcomed home a group of actors, who have to their credit a distinguished studded record of war service behind them. The ex-combatants include: James Stewart, Douglas Fairbanks, Jr., Gene Raymond, Henry Fonda, Jack Briggs, Guy Madison, Robert Ryan, Tim Holt, Lee Bonnell and Walter Reed. For the most part, many of them have become active in films again.

James Stewart, who served with the Air Force from August 1942 to September 1945, and discharged with the rank of lieutenant colonel, will star in "It's a Wonderful Life," first of the Liberty Films for RKO release.

Douglas Fairbanks, Jr., who rose to the rank of commander, will be co-starred in the Technicolor special "The Strange Adventures of Sinbad."

Gene Raymond, who enlisted immediately after Pearl Harbor, attended OCS and received a commission, reached the rank of major, when he was placed on the inactive list.

Henry Fonda, who served with the Navy for three years and discharged with the rank of lieutenant, returns to the screen in "Christabel Caine."

Jack Briggs participated in some of the bitterest fighting in Okinawa with the Marines.

Guy Madison, who co-stars in 'Till the End of Time," received a medical discharge for injuries sustained in a surf-boat accident.

Robert Ryan, last seen in films in "Tender Comrade," served two years with the Marines.

Bemedaled Tim Holt, visited the studio recently while on terminal leave. He completed 22 missions over Japan.

Lee Bonnel served in the Coast Guard.

Kent Smith, discharged after serving three years with the Army, has a leading role in "The Spiral Staircase."

Robert Mitchum recently returned from 10 months of Army service, went into a top role in "Till the End of Time."

Walter Reed went into the Air Force in 1942 and was drafted for the service show, "Winged Victory." He returned to RKO last November.

Riskin Budget For 3 Films To Be $5 Million in 1946

Robert Riskin Productions announced a production budget of $5 million and a diversified program ranging from drawing room to desert in background for the three films which the company will place before the cameras during 1946.

Riskin is now completing the final script of "The Magic City," a modern romantic comedy, and is about to begin casting. In addition he will make an outdoor action drama based on the folklore legend, "Johnny Appleseed," the fighting father of the American orchard.

His next production will be an action melodrama, "Impact," based on a sociological study of the effect of modern industry on present-day American society.

Schaefer to Produce Five Films

Republic Producer Armand Schaefer has received five new picture properties from Vice-President Allen Wilson for further preparation and production. "Lonely Hearts Club," starring Jane Withers, is the first vehicle scheduled, to be followed by "Miss Androcles and the Lion," "Companion Wanted," "Major Muscle" and an as yet untitled screenplay.

Lederman to Direct 'Blackie'

Columbia has assigned D. Ross Lederman to direct "Boston Blackie's Private Ghost."

William O'Sullivan to Produce 12 Films in 1946 for Republic

Allen Wilson, Republic vice-president, has delegated William J. O'Sullivan, to the production assignment on twelve forthcoming films including the million-dollar production, "The Fabulous Texan," story of the Texas outlaw, Sam Bass, which is scheduled to be one of the studio's highest-budgeted pictures for 1946.

Other films on O'Sullivan's schedule includes: "Passkey to Danger," which is set for an early January starting date, "The Invisible Informer," "The Twisted Circle," "The Inner Circle," "The Gentlemen from Missouri," "Down Tahiti Way." "Move Over, Dear," "Rose of Avenue A," "Baby Face Nelson," "Puzzle for Puppets," and "Cheers Are Not Enough."

Bernerd's First for '46 Changed

Jeffrey Bernerd's initial production for Monogram in 1946 will be "Don't Gamble With Strangers," which George Wallace Sayre is adapting from his own story. The originally scheduled "Wife Wanted" has been set back because of the absence of Kay Francis, who is now touring the east in a stage play.

MGM Purchases 'Aweigh' Sequel

MGM has purchased "Our Navy," an original story by Robert Taplinger, as a sequel to "Anchors Aweigh," which starred Frank Sinatra, Gene Kelly and Kathryn Grayson. Joe Pasternak, who intends to use the same cast, will produce with George Sidney directing.

Monogram Picks Up Louie Option

Monogram will take up its option on Ducky Louie, 13-yearold Chinese actor, when it falls due on January 20.

Saville Signs New MGM Pact

Victor Saville, who after signing a new long-term contract, was assigned to direct the forthcoming MGM production of "Green Dolphin Street," will start preparation on the Elizabeth Goudge novel upon return from a trip to England. Carey Wilson will produce.

Monogram Renews Belita Option

Monogram has renewed its option on the services of Belita, who recently completed "Suspense." Her current option does not expire until next month.

Lang to Direct 'Cloak, Dagger'

Fritz Lang reported to Warners last week to start preparations on "Cloak and Dagger," which he will direct for United States Pictures. The Gary Cooper starrer is slated to go before the cameras the latter part of January. Lang recently directed "Scarlet Street" for Universal release.

Join 'Lonely Hearts' Cast

Grant Withers and Helen Wallace go into the cast of Republic's "Lonely Hearts Club," starring Jane Withers with Jimmy Lydon, which will go into production this month with George Blair directing and Armand Schaefer as associate producer.

Daves to Direct 'Dealer's'

Delmer Daves, who directed "Pride of the Marines," has been assigned to direct "The Dealer's Name Was George," scheduled as a Humphrey Bogart starrer. The drama, an original by Ketti Frings, will be produced by Arnold Albert for Warners. Gertrude Walker is doing the screenplay.

Completes 'Sunset' Screenplay

Barry Shimpan has finished the screenplay at Republic on "Santa Fe Sunset" for Associate Producer Lou Gray. This will be another color musical western to co-star Monte Hale and Adrian Booth, the third in the series of four.

Sparks Joins RKO in Production Realignment

RKO, in a general reshuffle of producers and a revised production alignment, signed Robert Sparks, who recently resigned as an executive member of the Advisory Board at Universal, as an executive producer, Charles W. Koerner, vice-president in charge of production announced. Sparks will report to the studio on January 7.

Under the revamped setup, Sparks will supervise the films handled by Producers Adrian Scott, William Pereira, Warren Duff and Alfred Bloomingdale. Similarly, Executive Producer Jack J. Gross will oversee the productions assigned to Val Lewton, Harriet Parsons, Joan Harrison, Bert Granet, Richard Berger, Nat Holt and Eddie Cantor.

These two groups will turn out a total of 23 top-budget pictures in 1946. In addition, one top-budget film will be produced annually by John Houseman, Stephen Ames and Dudley Nichols, all of whom will operate under the direct supervision of Koerner and his general production aide, William Dozier.

Balance of the studio's product scheduled for 1946, consisting of an additional 20 features, will be guided by Executive Producer Sid Rogell, who will supervise Producers Herman Schlom, Martin Mooney, Leslie Goodwins and Short Subjects Producer George Bilson.

Quinn Set for 'California'

Anthony Quinn, who recently completed an important role in Paramount's "The Imperfect Lady," has been signed for the part of Don Luis Rivera Y Hernandez in "California," Technicolor drama starring Ray Milland, Barbara Stanwyck and Barry Fitzgerald.

Columbia Names Platt for Role

Columbia has chosen dancing star Marc Platt, who made his debut in "Tonight and Every Night," to be the male dancing lead opposite Rita Hayworth in the Technicolor musical fantasy, "Down to Earth." Don Hartman will produce and Al Hall will direct.

MGM Signs Patricia Marshall

Patricia Marshall, who scored in "The Day Before Spring," the new Broadway musical hit, has been signed to a long-term contract by MGM. Miss Marshall, however, will probably not go to the studio until September due to her theatrical contract.

'Dark Corner' for Miss Collier

Constance Collier is 20th Century-Fox's latest addition to the cast of "Dark Corner," the psychological murder mystery which Fred Kohlmar is producing. Also in the cast are Clifton Webb, William Bendix, Mark Stevens, Lucille Ball and Kurt Kreuger.

Levey Plans Next Film

Jules Levey will arrive in Hollywood late this week to make final arrangements for casting his next production, "Conspiracy in Jazz," a musical for United Artists release. The picture, his most ambitious undertaking to date, will go into production early in 1946.

Hepburn, Taylor to Co-Star

Katharine Hepburn will be co-starred with Robert Taylor in MGM's "You Were There," slated to go before the cameras shortly with Pandro S. Berman producing.

Gleason in 'Lucky Baldwin'

MGM has signed Jimmy Gleason, who recently completed "The Hoodlum Saint," for a role in the forthcoming Clark Gable starrer, "Lucky Baldwin."

New Recording System Soon to Be Available from Western Electric

A new recording system which will enable producers to record any of the standard original or release type of sound tracks on either 16-mm. or 35-mm. film, has been announced by the Electrical Research Products Division of the Western Electric Company.

Scheduled for availability within the next few months, the new design features simplicity of mechanical parts and freedom from critical adjustments, more rapid threading of film, adaptability to either variable area or density recording, and the reduction of flutter to extraordinarily low volume. Its unit assembly type of construction and the introduction of various innovations permit flexibility in meeting a variety of recording requirements, including changing from 35-mm. to 16-mm. in a matter of minutes by the use of a screw driver. Another feature of the new device is its small size and weight, which represents a marked departure in design from present-day equipment.

RKO Signs Dorothy Lamour to 5-Year Pact Starting in 1948

Dorothy Lamour this week signed a contract in Hollywood with RKO for one picture a year for five years starting in June, 1948.

The 30-month lapse between the signing of the contract and the time it takes effect, is caused by the fact that the actress is under Paramount contract until June, 1948.

Temple-Madison Romantic Team

Shirley Temple and Guy Madison have been set as a new romantic team by David O. Selznick and will make their co-starring debut in an untitled production which will begin shooting in February. The Temple-Madison combination was the result of Shirley's performance in Columbia's "Kiss and Tell," coupled with Madison's showing in Dore Schary's "Till the End of Time" at RKO.

Murphy Elected 'U' Studio V-P

Martin Murphy, formerly studio and production manager at Universal Studios was elected vice-president and general manager in charge of studio operations at a recent meeting of the board of directors. Morrie Weiner, Murphy's former assistant in the production office, becomes general production manager of the studio.

Tuttle Named Lieutenant-Colonel

Bert Tuttle, head of the art department at the Warner Bros. studio, now on terminal leave pending his discharge from the Army on February 12, has received notice from the War Department that he has been promoted to the rank of lieutenant-colonel.

Olivia Gets Stellar Lead

Olivia de Havilland has been chosen for the stellar lead in "The Dark Mirror," the Nunnally Johnson production which starts shooting shortly. Screenplay was written by Nunnally Johnson from the short story by Vladimir Pozner, and Robert Siodmak, who was borrowed from Universal, will direct.

Buys 'Bride Saw Red'

Purchase of "The Bride Saw Red," a story by Robert Carson which was published in the Saturday Evening Post, has been announced by Paramount. Leonard Fields will produce the film and Lawrence Hazard will write the screenplay.

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Box-office Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combinations thereof in parenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

		Mins.	
Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88	Reissue
Birth of a Star	Danny Kaye	38..SP	New Release
Caldonia	Louis Jordan & Band	28..SP	New Release
Fangs of the Wild	Rin Tin Tin, Jr.	60	New Release
Gentleman From Arizona	John King-Joan Barclay	70½	Reissue
Hell's Angels (D)	Lyon-Harlow-Hall	100	Reissued
Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70	Reissued
I Cover the Waterfront (D)	Claudette Colbert	80	Reissued
Jimmy Steps Out	J. Stewart-P. Goddard	89	Reissue
Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70	Reissued
Little Men	Oakie-Francis-Bancroft	83	Reissue
One Romantic Night	Ilona Massey-Alan Curtis	86	Reissue
Scarface (D)	P. Muni-G. Raft-A. Dvorak	88	Reissued
Silver Devil (D)F	H. Gibson-Stephin Fetchit	62	Remake
Sky Devils (C-D)	Spencer Tracy	88	Reissued
Swiss Family Robinson	Mitchell-Best-Holt	74	Reissue
Thunder in the City	Edw. G. Robinson	81	Reissued
Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85	Reissue

COLUMBIA

CURRENT 1944-45

			Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65..9/6/45	...b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-Evelyn Keyes	93..7/26/45	...b6/16/45
6006	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65..6/21/45	...b7/21/45
6001	Boston Blackie Booked on Suspicion	C. Morris-L. Merrick	67..5/10/45	...a3/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64..7/5/45	....b9/22/45
6008	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60..12/14/44	.b12/30/44
6010	Fighting Guardsman (D)F	W. Parker-A. Louise-J. Carter	84..5/24/45	..b10/13/45
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70..8/9/45	....b8/25/45
6015	I Love a Bandleader	Phil Harris-Leslie Brooks	70..9/13/45	....a6/9/45
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105..8/23/45	...b7/28/45
6023	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66..6/7/45	....b7/28/45
6028	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60..6/7/45	....b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74..7/26/45	

Current 1945-46

7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69..9/27/45	...a7/14/46
7029	Girl of the Limberlost	R. Nelson-D. Clifton-L. Tindall	60..10/11/45	..a7/21/45
	Hit the Hay	J. Canova-R. Hunter-L. Merrick	62..11/29/45	..a10/6/45
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90..10/18/45	...b9/8/45
7019	Life With Blondie (C)F	A. Lake-P. Singleton-L. Simms	69..12/13/45	..b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78..1/3/46	....a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65..11/27/45	.b11/17/45
	One Way to Love (C)F	Chester Morris-Marguerite Chapman	83..12/20/45	.b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	12/27/45	.a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88..12/25/45	...a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60..11/15/45	.a10/13/45
6005.	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87..11/29/45	.b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82..11/22/45	.b12/15/45
	True Glory, The	Documentary	83..10/4/45	....b8/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60..10/30/45	.b11/10/45

COMING

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	1/24/46 ...a11(24(45
	Bandit of Sherwood Forest	Cornel Wilde-Anita Louise	....a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton	2/21/46 ..a11/10/45
	Duchess of Broadway	Jinx Falkenberg-Joe Besser	
	Exposed by the Crime Doctor	Warner Bxater-Mona Barrie	
	Gentlemen Misbehaves, The	Osa Massen-Robert Stanton	2/28/46 ..a11/17/45
	Gilda	Rita Hayworth-Glenn Ford	
	Jolson Story, The	L. Parks-E. Keyes-W. Demarest	
	Murder is Unpredictable	Richard Dix-Barton MacLane	
	Night Editor	William Gargan-Janis Carter	
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	2/14/46 ..a11/10/45
	Perilous Holiday	P. O'Brien-R. Warrick-E. Buchanan	
	Renegades (Tech.)	Evelyn Keyes-Willard Parker	....a6/30/45
	So Dark the Night	Micheline Cheirel-Steven Geray	
	Tars and Spars	A. Drake-J. Blair-M. Platt	1/10/46 ...a7/21/45
	That Texas Jamboree	Ken Curtis-Jeff Donnell	
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman	

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	58..5/17/45	....b6/2/45
6206	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	55..9/18/45	...b10/6/45
6205	Rustlers of the Badlands(W)F	Charles Starrett-Tex Harding	55..8/16/45	...b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	67..9/27/45	

Westerns (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	59..10/18/45	..b12/8/45
7202	Lawless Empire	Charles Starrett-Tex Harding	58..11/15/45	
7203	Texas Panhandle	Charles Starrett-Tex Harding	55..12/20/45	

Westerns (Coming)

	Frontier Gunlaw	Charles Starrett-Tex Harding	59..1/31/46
	Galloping Thunder	Charles Starrett-Smiley Burnette	
	Gunning for Vengeance	Charles Starrett-Smiley Burnette	
	Heading West	Charles Starrett-Smiley Burnette	
	Landrush	Charles Starrett-Smiley Burnette	
	Phantom of the Desert	Charles Starrett-Smiley Burnette	
	Roaring Rangers	Charles Starrett-Smiley Burnette	2/14/46
	Terror Trail	Charles Starrett-Smiley Burnette	
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	

MGM

CURRENT 1944-45

Group No.			Mins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	..Aug	....b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	..July	....b6/23/45
11	Clock, The (D)F	Judy Garland-Robert Walker	90	..May	....b3/24/45
11	Gentle Annie (W)F	James Craig-Donna Reed	80	..May	....b12/23/44
Sp.	National Velvet (D)F	Mickey Rooney-Elizabeth Taylor	125	..Apr	....b12/9/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	..June	....b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	..June	....b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	..July	....b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	..July	....b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	..June	....b4/14/45
11	Without Love (CD)A	S. Tracy-K. Hepburn-L. Ball	111	..May	....b3/24/45

Current 1945-46

13	Abbott & Costello In Hollywood (C)F	Abbott & Costello	81	..Oct	....b8/25/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	..Oct	....b9/11/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	..Oct	....b7/14/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	..Sept	....b7/21/45
	She Went to the Races (C)F	James Craig-Frances Gifford	86	..Nov	....b10/20/45
	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	..Dec	....b11/17/45
	Vacation From Marriage(CD)F	Robert Donat-Deborah Kerr	104	..Dec	....b9/22/45
Sp.	Weekend at the Waldorf(D)F	Rogers-Turner-Pidgeon-V. Johnson	130	..Oct	....b7/21/45
	What Next, Corporal Hargrove? (C)F	Robert Walker-Keenan Wynn	96	..Nov	....b11/17/45
	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	..Dec	....b10/20/45

COMING

	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125	...b12/22/45
	A Letter For Eve. (CD)F	Marsha Hunt-John Carroll	89	....b12/1/45
	Army Brat	James Craig-Frances Gifford		
	Bad Bascomb	Wallace Beery-Margaret O'Brien		....a9/29/45
	Black Sheep	James Craig-Skippy Homeier		
	Boy's Ranch	James Craig-Skippy Homeier		...a10/29/45
	But Not Goodbye	K. Wynn-F. Morgan		
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams		....a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake		
	Fiesta (Tech.)	Esther Williams-John Carroll		
	Green Years, The	C. Coburn-T. Drake-S. Royle		
	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	..b12/29/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	....b7/28/45
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"		....a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell		
	Hoedlum Saint	William Powell-Esther Williams		....a9/29/45
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105	....b12/1/45
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn		
	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	..b12/15/45
	Postman Always Rings Twice	Lana Turner-John Garfield		....a9/29/45
	Sailor Takes a Wife (C)F	Robert Walker-June Allyson	91	..b12/29/45
	Star From Heaven	Marshall-Thompson-Jim Davis		
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold		
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra		
	Time for Two	J. Hodiak-L. Ball-L. Nolan		
	Two Sisters From Boston	Kathryn Grayson-June Allyson		...a10/20/45
	Up Goes Maisie	A. Sothern-G. Murphy-H. Brooks		...a10/13/45
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig		...a10/20/45
	Ziegfeld Follies (Tech.)	Fred Astaire-Gene Kelly	110	....a8/12/44

MONOGRAM

CURRENT 1944-45

Prod. No.					
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	..12/29/45	.b11/10/45
502	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	..12/15/45	..b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	75	..7/21/45	....b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	..9/22/45	...b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	..8/18/45	...b5/26/45
406	G.I. Honeymoon (C)A	Gale Storm-Peter Cooksen	70	..5/5/45	....b5/5/45
411	Muggs Rides Again (D)F	East Side Kids	64	..6/8/45	....b6/30/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	..10/13/45	..a9/15/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	..6/12/45	...b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	..9/29/45	....b8/11/45
516	Strange Mr. Gregory	Edmund Lowe-Jean Rogers	63	..1/2/46	....a8/18/45
	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	..12/15/45	..b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	..6/2/45	....a8/10/45

COMING

	Charlie Chan at Alcatraz	S. Toler-B. Fong M. Moreland	
	Face of Marble	John Carradine-Claudia Drake	72 ...a12/22/45
	Fear (My)A	Warren William-Anne Gwynne	68 ..b12/29/45
	Gay Cavalier	Gilbert Roland-Martin Garalaga	
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox	
	Junior Prom	Freddie Stewart-June Preisser	
	Live Wires	Leo Gorcey-Huntz Hall	...a11/10/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64..2/2/46 ...b12/29/45
	Shadow Returns	Kane Richmond-Barbara Reed	
	Suspense	Belita- M. Valdez-A. Dekker	..a12/29/45
	Swing Parade of 1946	Gale Storm-Phil Regan	....a9/22/45

Westerns (Current 1944-45)

451	Flame of the West (W)F	J. M. Brown-R. Hatton	71..6/9/45	....b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54..11/24/45	
430	In Old New Mexico (M)F	D. Renaldo-M. Garralaga	63..5/26/45	...b8/11/45
561	Lonesome Trail	J. Wakely-Lee White	12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53..10/20/45	.b10/13/45
464	Riders of he Dawn (W)F	Jimmy Wakely-Lee White	57..11/3/45	..b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54..8/11/45	...b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62..9/15/45	
462	Springtime in Texas (W)F	J Wakely-"Lasses" White	54..6/2/45	....b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55..7/21/45	...b4/28/45

Westerns (Coming)

	Border Bandits	J. M. Brown-R. Hatton	57..1/12/46	
452	Drifting Along	J. M. Brown-Raymond Hatton	1/26/46	..a11/17/45
	Haunted Mine, The	J. M. Brown-Raymond Hatton	2/23/46	
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	2/16/46	

AMOUNT

CURRENT 1944-45

		Mins.	Rel. Date	See Issue of
Pairs of Susan (C)F	J. Fontaine-G. Brent-D. O'Keefe	109..	5/25/45	...b3/31/45
Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79..	6/29/45	...b4/14/45
igh Powered (D)F	Robert Lowery-Phyllis Brooks	61..	5/18/45	...b2/24/45
cendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112..	8/31/45	...b6/16/45
idnight Manhunt (My)A	William Gargan-Ann Savage	63..	7/27/45	....b6/9/45
urder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94..	6/8/45	....b4/14/45
rthwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125..	8/26/45	....Reissue
t of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96..	7/13/45	....b6/9/45
ter O'Rourke (D)A	Alan Ladd-Gail Russell	90..	5/4/45	....b2/24/45
ered Sniff (C)F	Jack Haley-Ann Savage	64..	6/22/45	....b4/14/45
is Gun For Hire	A. Ladd-V. Lake-R. Preston	80..	8/26/45	....Reissue
ou Came Along (CD)F	Robert Cummings-Lizabeth Scott	103..	9/14/45	....b7/7/45

Current 1945-46

ffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98..	9/28/45	...b8/18/45
llow That Woman (My)F	William Gargan-Nancy Kelly	70..	12/14/45	..b8/25/45
old That Blonde (C)F	Eddie Bracken-Veronica Lake	77..	11/23/45	..b10/13/45
st Weekend (D)A	R. Milland-J. Wyman-P. Terry	101..	11/16/45	..b8/18/45
ve Letters (D)A	J. Jones-J. Cotten-A. Richards	101..	10/26/45	..b8/25/45
rk Club (CM)A	Betty Hutton-Barry Fitzgerald	98..	12/28/45	..b10/6/45

COMING

g Town	Philip Reed-Hillary Brooke			
ue Dahlia	A. Ladd-V. Lake-W. Bendix			....a6/9/45
ue Skies (Tech.)	Bing Crosby-Paul Draper			....a8/18/45
ide Were Boots	B. Stanwyck-R. Cummings-D. Lynn			
lcutta	A. Ladd-G. Russell-W. Bendix			....a7/14/45
lifornia (Tech.)	Milland-Stanwyck-Fitzgerald			
es My Heart	Betty Hutton-Sonny Tufts			....a4/7/45
sy Come, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald			...a11/24/45
t Cargo	W. Gargan-J. Rogers-P. Reed			...a11/10/45
perfect Lady, The	R. Milland-T. Wright-V. Field			...a11/10/45
tty (D)A	Paulette Goddard-Ray Milland	103..	1/25/46	..b10/13/45
dies Man	Eddie Bracken-Virginia Field			...a12/22/45
squerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/46	....a4/7/45
iss Susie Slagle's (D)A	Sonny Tufts-V. Lake	89..	3/8/46	....b12/8/45
nsieur Beaucaire	Bob Hope-Joan Caulfield			...a11/10/45
r Hearts Were Growing Up	B. Donlevy-G. Russell-D. Lynn			....a4/28/45
ople Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93..	1/11/46	..b10/13/45
ad to Utopia (CM)A	Crosby-Hope-Lamour	90..	3/22/46	...b12/8/45
arching Wind	R. Young-A. Richards-S. Sidney			
range Love	Stanwyck-L. Scott-Heflin			
amp Fire	Johnny Weissmuller-Virginia Grey			...a11/24/45
e Trouble With Women	T. Wright-B. Donlevy-R. Milland			....a6/23/45
ey Made Me a Killer	Robert Lowery-Barbara Britton			...a7/21/45
Each His Own	Olivia de Havilland-John Lund			....a7/14/45
kyo Rose (D)A	Byron Barr-Lotus Long	69..	2/8/46	....b12/8/45
o Years Before the Mast	Donlevy-Ladd-Bendix			....a7/1/44
rginian, The (Tech.)	J. McCrea-B. Donlevy-S. Tufts			....a1/20/45
ell Groomed Bride	R. Milland-O. de Havilland-S. Tufts			....a4/7/45

CURRENT 1944-45

ology for Murder (My)A	Ann Savage-Hugh Beaumont	67..	8/27/45	....b9/8/45
ses Squad (My)A	F. Albertson-R. Armstrong	66..	9/11/45	...b8/11/45
ub Havana (DM)F	Tom Neal-Margaret Lindsay	62..	10/23/45	.b10/27/45
tour (D)A	Tom Neal-Ann Savage	69..	11/30/45	..b11/3/45
angerous Intruder	Charles Arnt-Veda Ann Borg	65..	8/21/45	
anny Boy (D)F	Robert "Buzzy" Henry-Eva Marsh	66..	1/8/46	..b11/10/45
nchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77..	12/8/45	...b9/22/45
w Do You Do? (C)F	Bert Gordon-Harry Von Zell	82..	12/24/45	.b11/10/45
dy Confesses (My)A	M. B. Hughes-Hugh Beaumont	66..	5/16/45	...b3/31/45
an Who Walked Alone (C)F	Kay Aldrige-Dave O'Brien	74..	3/15/46	...b2/17/45
issing Corpse (C)A	J. E. Bromberg-F. Jenks	63..	6/1/45	....b4/28/45
antom of 42nd Street(My)A	Dave O'Brien-Kay Aldridge	60..	5/2/45	....b5/12/45
adow of Terror (My)A	Dick Fraser-Grace Gillern	64..	11/5/45	....b9/1/45
ver Fleet (D)F	Ralph Richardson-Googie Withers	77..	7/1/45	....b3/31/45
angler of the Swamp	R. LaPlanche-Robert Barrat		1/1/46	
ving Hostess (CM)F	Martha Tilton-Charles Collins	76..	9/8/44	...b11/11/44

COMING

ying Serpent, The	Ralph Lewis-George Zucco		2/20/46	..a12/29/45
Ring Doorbells	R. Shayne-A. Gwynne-R. Karns		2/25/46	
ask of Dijon	Eric von Stroheim-Jeanne Bates		3/7/46	...a12/22/45
urder is My Business	Hugh Beaumont-Cheryl Walker			
ce and For All	N. Coleman-P. Reed-F. Bressart			...a12/22/45
ite Pongo (D)F	Richard Fraser-Marie Wrixon	76..		....b8/11/45
y Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70..		....b6/16/45
ife of Monte Cristo	John Loder-Lenore Aubert			..a12/29/45

Westerns (Current 1944-45)

rder Badmen (W)F	Buster Crabbe-Al St. John	57..	10/10/45	...b9/1/45
emy of the Law (W)F	Tex Ritter-Dave O'Brien	57..	5/7/45	...b11/17/45
ghting Bill Carson (W)F	Buster Crabbe-Al St. John	54..	10/31/45	.b12/15/45
aming Bullets	Tex Ritter-Dave O'Brien	58..	10/15/45	
ntier Fugitives	Tex Ritter-Dave O'Brien	58..	9/1/45	
ngster's Den (W)F	Buster Crabbe-Al St. John	56..	6/14/45	...b6/23/45
ghting Raiders	Buster Crabbe-Al St. John		1/7/46	
vajo Kid	Bob Steele		11/21/45	.a12/29/45
irie Rustlers	Buster Crabbe-Al St. John	55..	11/7/45	
g of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67..	11/12/45	..b8/18/45
ge Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59..	8/17/45	...b7/21/45
ree In the Saddle (W)F	Dave O'Brien-Tex Ritter	61..	7/26/45	...b9/22/45

Westerns (Coming)

ravan Trails (Color)	Eddie Dean-Emmett Lynn			
mbush	Bob Steele-Lorraine Miller			
w Crusaders	Buster Crabbe-Al St. John			
an Without a Gun	Bob Steele-Ellen Hall			
mance of the West (Color)	Emmett Lynn-Chief Thunderhead		3/20/46	
x Gun Man	Bob Steele		2/1/46	

-RADIO

CURRENT 1944-45

			Trade Shown	
ck to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95..	June	.....b6/2/45
ghten Strangler (D)A	John Loder-June Duprez	67..	May	.....b5/5/45
's a Pleasure (Tech.)(DM)F	S. Henie-M. O'Shea-W. Johnson	90..	Mar	.....b3/3/45
st of the Pecos (W)F	Robert Mitchum-Barbara Hale	66..	June	.....b6/9/45

CURRENT 1945-46

ng Came Jones (CW)F	Gary Cooper-Loretta Young	90..	June	.....b6/16/45
ices in San Francisco(My)F	Tom Conway-Rita Corday	66..	July	.....b7/21/45
st Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82..	Sept	.....b9/8/45
orge White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95..	Aug	.....b7/21/45
e of the Dead (HD)A	B. Karloff-E. Drew	72..	Sept	.....b9/8/45
nny Angel (My)A	G. Raft-S. Hasso-C. Trevor	79..	Aug	.....b8/4/45
ma Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61..	Aug	.....b8/4/45
nocchio (Tech.) (C)F	Disney	87..	Sept	.....Reissue
dio Stars on Parade (CM)F	L. Langford-W. Brown-A. Carney	69..	Aug	.....b8/4/45
anish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100..	Oct.	.....b10/6/45

RKO-RADIO (Cont.)

Current 1945-46

Block No.			Mins.	Trade Shown	See Issue of
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67..	Oct	.....b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98..	Apr	.....b4/28/45

COMING

	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		....b12/1/45
	Badman's Territory	R. Scott-A. Richards-L. Tierney			
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		...b11/24/45
3	Cornered (D)A	Dick Powell-Walter Slezak	102		...b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
	Deadline at Dawn	S. Hayward-P. Lukas-O. Massen			....a6/30/45
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		...b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			.....a6/8/45
	Falcon's Alibi	Tom Conway-Rita Corday			
	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius At Work	A. Carney-W. Brown-A. Jefferys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		..b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck	Robert Young-Barbara Hale			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		....b8/28/45
	Notorious	C. Grant-Ingrid Bergman			
	Riverboat Rhythm	Leon Errol-Joan Newton			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		...b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
3	Spiral Staircase, The	D. McGuire-G. Brent-E. Barrymore			
	Step By Step	Lawrence Tierney-Anne Jeffreys			
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			...a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
	Tarzan and the Leopard Woman	J. Weissmuller-B. Joyce			
	Till the End of Time	Dorothy McGuire-Guy Madison			
	Tomorrow Is Forever	C. Colbert-G. Brent-O. Welles			....a5/5/45
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			

REPUBLIC

CURRENT 1944-45

Prod. No.			Rel. Date	
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66..	12/15/45	.b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55..	6/4/45	....b9/1/44
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68..	6/19/45	...b5/18/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67..	9/10/45	...b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87..	7/15/45	....b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68..	6/29/45	...b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71..	10/20/45	.b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60..	9/15/45	...b12/8/45
415	Flame of Barbary Coast (D)F	J. Wayne-Ann Dvorak	91..	5/28/45	...b4/21/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55..	7/3/45	....b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72..	7/16/45	...b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71..	7/23/45	...b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87..	9/15/45	...b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68..	8/1/45	....b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83..	11/15/45	.b11/24/45
433	Phantom Speaks (D)A	Richard Arlen-Lynne Roberts	69..	5/10/45	...b4/21/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60..	7/10/45	...b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72..	7/20/45	...b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66..	9/29/45	...b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72..	8/1/45	....b8/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67..	8/16/45	...b8/18/45
416	Three's a Crowd (M)	Gertrude Michael-Charles Gordon	58..	5/23/45	....b6/9/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57..	11/16/45	.b12/22/45
434	Vampire's Ghost (D)A	John Abbott-Peggy Stewart	59..	5/21/45	...b4/20/45

Current 1945-46

503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70..	11/27/45	..b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70..	11/17/45	.b12/15/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82..	12/25/45	.b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68..	11/2/45	.b11/17/45
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68..	9/30/45	.b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57..	12/28/45	.b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68..	12/13/45	.b12/29/45

COMING

'508	A Guy Could Change	Allan Lane-Jane Frazee	65..	1/27/46	....a6/4/45
	A Strange Impersonation	Brenda Marshall-William Gargan			...a10/13/45
	Catman of Paris	Carl Esmont-Lenore Aubert			...a11/24/45
	Crime of the Century	Stephanie Bachelor-Michael Browne			....a12/1/45
	French Key	Albert Dekker-Evelyn Ankers			...a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Home on the Range	Monte Hale-Adrian Booth			
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
	Madonna's Secret, The	F. Lederer-A. Rutherford-G. Patrick			....a12/1/45
	Murder in the Music Hall	Vera Hruba Ralston-W. Marshall			...a12, 29, 45
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Specter of the Rose	Michael Chekhov-Judith Anderson			
	Undercover Woman	S. Bachelor-R. Livingston			...a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			...a11/10/45

Westerns (Current 1944-45)

456	Oregon Trail	Sunset Carson-Peggy Stewart	56..	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56..	6/2/45	....b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56..	7/11/45	...b8/18/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55..	9/14/45	..b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56..	12/1/45	
553	Cherokee Flash	Sunset Carson-Linda Stirling	55..	12/13/45	
563	Colorado Pioneers	Wild Bill Elliott-Bobby Blake	55..	11/14/45	
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58..	10/15/45	...Reissue
562	Marshal of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58..	10/7/45	..b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55..	9/7/45	...b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56..	11/1/45	..b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61..	9/1/45	.... Reissue
564	Wagon Wheels Westward	Wild Bill Elliott-Bobby Blake	56..	12/21/45	

Westerns (Coming)

	Alias Billy the Kid	Sunset Carson-Peggy Stewart			
	California Gold Rush	Wild Bill Elliott-Bobby Blake			
	Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			
	Days of Buffalo Bill	Sunset Carson-Peggy Stewart			
5308	Gold Mine in the Sky	Gene Autry	59..	1 15 46	....Reissue
	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
	Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.			Rel. Mins.	Date	See Issue of
524	Billy Rose's Diamond Horseshoe (Tech.) (M)F	B. Grable-D. Haymes-P. Silvers	104	May	b4/14/45
525	Bullfighters (C)F	Laurel and Hardy	61	May	b4/14/45
523	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June	b6/9/45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F	Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov	b7/14/45
604	Captain Eddie (B)F	F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F	J. Dunn-Sheila Ryan	65	Sept	b7/21/45
609	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov	b9/29/45
612	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug	b6/16/45
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec	b10/13/45
607	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

	Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell			
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117	Jan.	b12/1/45
	Behind Green Lights	Carole Landis-William Gargan			a11/24/45
	Black Beauty	Mona Freeman-Richard Denning			
	Centennial Summer (Tech.)	Crain-Darnell-Bennett			a10/20/45
	Cluny Brown	Charles Boyer-Jennifer Jones			
610	Col. Effingham's Raid (CD)F	C. Coburn-J. Bennett-W. Eythe	70		b9/29/45
	Dark Corner	Lucille Ball-William Bendix			
617	Doll Face (CM)F	C. Miranda-P. Como-V. Blaine	80		b12/22/45
	Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James			a5/19/45
	Dragonwyck	G. Tierney-V. Price-W. Huston			a7/14/45
	Johnny Comes Flying Home	Martha Stewart-Richard Crane			
614	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan.	b12/22/45
	Sentimental Journey	M. O'Hara-J. Payne-W. Bendix			a10/20/45
615	Shock	Vincent Price-Lynn Bari		Jan.	a11/10.45
	Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes			
	Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives			a10/6/45
	Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis			
	Strange Triangle	Signe Hasso-John Shepard			
	Three Little Girls in Blue (Tech.)	Haver-Blaine-Payne			
	Wake Up and Dream	John Payne-June Haver			a6/9/45

UNITED ARTISTS

CURRENT

	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
	Bleed on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
	Colonel Blimp (CD)F	Anton Walbrook-Deborah Kerr	93	5/4/45	b3/24/45
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12/8/44	b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45	b6/23/45

COMING

	Abilene Town	Randolph Scott-Ann Dvorak	90	1/11/46	
	A Night in Casablanca	Marx Bros.-Charles Drake			
	A Scandal in Paris	G. Sanders-S. Hasso-C. Landis			a12/22/45
	Breakfast in Hollywood	Tom Breneman-Bonita Granville		2/22/46	
	Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135		b12/22/45
	Diary of a Chambermaid	P. Goddard-H. Hatfield-B. Meredith		2/15/46	a10/27/45
	Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten			
	Henry the Fifth	L. Olivier-R. Asherson			
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	2/15/46	b11/17/45
	Outlaw, The	Jane Russell-Walter Huston		2/8/46	
	Rebecca	L. Olivier-Joan Fontaine	130		Reissue
	Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin			
	Strange Woman, The	H. Lamarr-G. Sanders-L. Hayward			
	This Happy Breed	Robert Newton-Celia Johnson			
	Whistle Stop	George Raft-Ava Gardner		3/1/46	a11/17/45
	Young Widow	Jane Russell-Louis Hayward			

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/20/45	b7/21/45
9042	Blonde Ransom	Virginia Grey-Donald Cook	68	6/15/45	a1/6/45
9007	East Side of Heaven	Bing Crosby	88	6/15/45	Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9028	Honeymoon Ahead (DM)F	Allan Jones-Grace McDonald	59	5/11/45	b5/5/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45	b6/16/45
9001	Lady on a Train	D. Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9011	Patrick the Great (CM)F	Donald O'Connor-Peggy Ryan	89	5/4/45	b4/21/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9016	See My Lawyer (C)F	Olsen and Johnson-A. Curtis	69	5/25/45	b2/10/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45

UNIVERSAL (Cont.)

CURRENT 1944-45

9033	Swing Out Sister (CM)F	Rod Cameron-Frances Raeburn	69	5/18/45	b5/
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/

Current 1945-46

509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/
510	Daltons Ride Again (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/25/45	b11/
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45	b12/
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45	b10/
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45	b9/
514	Scarlet Street	Ed. G. Robinson-Joan Bennett		12/21/45	a6/
501	Shady Lady (CM)F	C. Coburn-G. Simms-R. Paige	93	9/7/45	b9
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45	b10
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45	b10/
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45	b10/

COMING

516	Because of Him	D. Durbin-C. Laughton-F. Tone		1/18/46	a11/
	Brute Man	Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward			a10
515	Girl on the Spot	Jess Barker-Lois Collier	75	1/11/46	a4/
	House of Horrors	Kent Taylor-Virginia Grey			
518	Idea Girl	Jess Barker-Julie Bishop		2/22/45	a12/
519	Little Giant	Abbott-Costello		2/8/46	
	Man in Grey (D)	Margaret Lockwood-James Mason			
	Notorious Gentleman	Kent Taylor-Virginia Grey			
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/
	She Wolf of London	Sara Haden-Una O'Connor	92		b12
	So Goes My Love	Myrna Loy-Don Ameche			a11/
	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce			a11/
517	Tangier	M. Montez-P. Foster-R. Paige		2/1/46	a11/
520	Terror by Night	B. Rathbone-Nigel Bruce		3/1/46	a11/

Westerns (Current 1944-45)

9083	Beyond the Pecos	Rod Cameron-Eddie Dew	59	4/27/45	
9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45	
9081	Riders of the Santa Fe	Rod Cameron-Eddie Dew	60	11/10/45	

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45	
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45	

Westerns (Coming)

1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/46	a12/

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (G)F	B. Stanwyck-D. Morgan	101	8/11/45	b7
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45	b6
419	Corn Is Green (D)A	Bette Davis-John Dall	114	7/21/45	b8
416	Escape in the Desert (D)F	Helmut Dantine-Jean Sullivan	79	5/16/45	b4
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	92	6/9/45	b5

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45	
506	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45	b11
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45	
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45	b8
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	9/4/45	b8
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45	b8
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45	b11
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45	b11

COMING

	Appointment in Tokyo (Wa)	Documentary	54		b1
	Beast With Five Fingers	R. Alda-A. King-P. Lorre			
	Big Sleep	H. Bogart-Laurel Bacall			a2
	Burma Victory (Wa)A	Documentary	62		b12
	Cinderella Jones	Jean Leslie-Robert Alda			a1
	Devotion (D)A	O. deHavilland-I. Lupino			a2
	Escape Me Never	E. Flynn-I. Lupino-G. Young			
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark			a12
	Humoresque	J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married	Joan Leslie-Robert Hutton			a11
510	My Reputation	Barbara Stanwyck-George Brent	94	1/26/46	
	Never Say Goodbye	Erroll Flynn-Eleanor Parker			a
	Night and Day	C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever	J. Garfield-G. Fitzgerald			a
	Of Human Bondage	P. Henreid-E. Parker-P Knowles			a
	One More Tomorrow	Ann Sheridan-Dennis Morgan			a1
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring			
	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	126		b1
	Shadow of a Woman	Andrea King-William Prince			a
	Stolen Life	B. Davis-G. Ford-W. Brennan			a
	The Man I Love	Ida Lupino-Robert Alda			a1
	Three Strangers	Fitzgerald-Greenstreet-Lorre			a
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson--J. Wyman			a
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie			
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith			a1

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett		Film Clas.	a
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b1
	Adventure in Music (M)	Jose Iturbi & Others	62		b
	Battle for Music (Doc.)F	London Philharmonic	74	FourCents.	b1
	Crainquebille (D)A	French Cast	59	Hoffberg	b1
	1812 (Hist.)	Russian Cast	95	Artkino	b
	Fall of Berlin (Doc)F		70	Artkino	b
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourCents.	b1
	Seventh Veil (D)A	James Mason-Ann Todd	94	Eagle-Lion	b1
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite	b1

EATURE GUIDE TITLE INDEX

s of Reviews. Type of Picture, Stars, Running Time; Other necessary service data refer e Booking Guide under Distributor Company Listings.

A

Title	Company
Costello In Hollywood	MGM
or Adano	20th-Fox
Town	UA
Girl & a Dog	Film Classics
Call for Boston Blackie	Col.
	MGM
for Two	Two Cities
in Music	Misc.
es of Rusty	Col.
f Susan	Para.
of Death	RKO
ould Change	Rep.
for Evie	MGM
lly the Kid	Rep.
t Wives	Mono.
ame Jones	RKO
e Navajo Trail	Rep.
	PRC
for Benny	Para.
l Comes to Brooklyn	Rep.
Aweigh	MGM
n There Were None	20th-Fox
in Casablanca	UA
d the King of Siam	20th-Fox
for Murder	PRC
ient in Tokyo	WB
Whirlwind	Mono.
rat	MGM
quad	PRC
al in Paris	UA
to Remember	Col.
ing Chance	Rep.
ge Impersonation	Rep.
and & One Nights	Col.
in the Sun	20th-Fox

B

Bataan	RKO
scomb	MGM
n of the Border	Univ.
s Territory	RKO
Blonde	PRC
of the Badlands	Rep.
of Sherwood Forest	Col.
or Music	Misc.
With Five Fingers	WB
I Cheat, The	Univ.
of Him	Univ.
	RKO
Manner	UA
City Lights	Rep.
Green Lights	20th-Fox
Rosarita	Rep.
St. Mary's	RKO
ed	MGM
the Pecos	Univ.
Tomorrow	Astor
ep	WB
wn	Para.
ose's Diamond Horseshoe	20th-Fox
a Star	Astor
Beauty	20th-Fox
Market Babies	Mono.
the Western Trail	Col.
From Brooklyn	Col.
Spirit	UA
Ransom	Univ.
's Lucky Day	Col.
n the Sun	UA
ahlia	Para.
ontana Skies	Rep.
kies	Para.
Badmen	PRC
Bandits	Mono.
or Trouble	WB
Boomtown	Univ.
Blackie Booked on Suspicion	Col.
Blackie's Rendezvous	Col.
Barrels Blazing	Col.
Ranch	MGM
st In Hollywood	UA
Wore Boots	Para.
n Strangler	RKO
Man	Univ.
sters	20th-Fox
Victory	WB
t Goodbye	MGM

C

& Cleopatra	UA
a	Para.
e	Astor
nia Gold Rush	Rep.
the Wild	20th-Fox
Passage	Univ.

Title	Company
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Charlie Chan at Alcatraz	Mono.
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono.
Cinderella Jones	WB
Clock, The	MGM
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Colonel Blimp	UA
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Detour	PRC
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Drifting Along	Mono.
Duchess of Broadway	Col.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
Enchanted Cottage	RKO
Enemy of the Law	PRC
Escape in the Desert	WB
Escape Me Never	WB
Experiment Perilous	RKO
Exposed by the Crime Doctor	Col.

F

Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fangs of the Wild	Astor
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Guardsman	Col.
First Yank Into Tokyo	RKO
Flame of Barbary Coast	Rep.
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentle Annie	MGM
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
G. I. Honeymoon	Mono.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
High Powered	Para.
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Honeymoon Ahead	Univ.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do?	PRC
Humoresque	WB

I

Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Isle of the Dead	RKO
It All Came True	WB
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jolson Story	Col.
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.

K

Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lightning Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.

M

Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Marked Trails	Mono.
Marshal of Laredo	Rep.
Marshal of Reno	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder is Unpredictable	Col.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Reputation	WB

N

National Velvet	MGM
Naughty Nineties	Univ.
Navaje Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of This World	Para.
Over 21	Col.

P

Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Patrick the Great	Univ.
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perilous Holiday	Col.
Phantom of the Desert	Col.
Phantom of 42nd Street	PRC
Phantom Speaks	Rep.
Phantom of the Plains	Rep.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dawn	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
Salty O'Rourke	Para.
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
See My Lawyer	Univ.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentimental Journey	20th-Fox
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebeck	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Aster
Snafu	Col.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	RKO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swing Out Sister	Univ.
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Aster

T

Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three's a Crowd	Rep.
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Aster
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Undercover Woman	Rep.
Underdog, The	PRC
Unseen, The	Para.
Up Goes Maisie	MGM

V

Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Vampire's Ghost	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrove?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pongo	PRC
Why Girls Leave Home	Mono.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Love	MGM
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA

Z

Ziegfeld Follies	MGM

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Set		In Production
COL.	Bandit of Sherwood Forest Renegades Perilous Holiday Exposed by the Crime Doctor	Pardon My Past	Gilda So Dark the Night Duchess of Broadway Murder is Unpredictable That Texas Jamboree Walls Came Tumbling Down Jolson Story Night Editor
METRO	Ziegfeld Follies Hold High the Torch Adventure Hidden Eye Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday In Mexico Green Years	Yearling, The No Leave, No Love Time for Two Star From Heaven Army Brat Till the Clouds Roll By Three Wise Fools Fiesta Faithful in My Fashion But Not Goodbye
MONO.	Face of Marble Black Market Babies Live Wires Red Dragon	Shadow Returns Strange Mr. Gregory Swing Parade of 1946 Junior Prom Fear	Suspense Charlie Chan at Alcatraz Joe Palooka, Champ Gay Cavalier
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal	Strange Love of Martha Ivers Ladies Man California Big Town Searching Wind Strange Love
PRC	White Pongo Why Girls Leave Home Wife of Monte Cristo	Once And For All	Murder is My Business Man Without a Gun
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder	Notorious Till the End of Time Sister Kenny Sunset Pass Without Reservations Step By Step Crack-Up
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Men of Paris Madonna's Secret Home on the Range	Song of Arizona In Old Sacramento Glass Alibi One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger
20th-FOX	Dragonwyck Behind Green Lights Doll Face Centennial Summer	Smoky Wake Up and Dream Do You Love Me?	Johnny Comes Flying Home Three Little Girls in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Black Beauty Somewhere in the Night Dark Corner Strange Triangle
UA	Henry the Fifth This Happy Breed 2,000 Women	Caesar & Cleopatra Young Widow Duel in the Sun	Sin of Harold Diddlebock A Scandal in Paris Strange Woman A Night in Casablanca
UNIV.	Spider Woman Strikes Back Brute Man		Canyon Passage Idea Girl She Wolf of London Notorious Gentleman So Goes My Love
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict	Escape Me Never Beast With Five Fingers Humoresque Two Guys From Milwaukee

NEW PICTURES STARTED LAST WEEK

Two pictures started at two studios last week. A year ago last week four pictures went before the cameras. Last week's starters:

COLUMBIA

Night Editor—Principals: William Gargan, Janis Carter, Jeff Donnell. Director, Henry Levin.

UNIVERSAL

Notorious Gentleman—Principals: Kent Taylor, Virginia Grey, James Adams. Director, Charles Barton.

TITLE CHANGES

"Master Minds" (RKO) now GENIUS AT WORK.

"Genius in the Family" (Univ.) now SO GOES MY LOVE.

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

		Comment	Running Time	Reviewed Issue Of
	ALL-STAR COMEDIES			
6400	A Knight and a Blonde		14	.....
6404	Booby Dupes	Average	17	.. 3/31/45
6426	Design for Loving	Tops	21	..12/16/44
6401	Gents Without Coats		19	.....
6426	Gold Is Where You Lose It	Fair	16½	..12/30/44
6429	Heather and Yon	So-So	17	.. 3/24/45
6405	Idiots DeLuxe	Fair	17½	.. 8/25/45
6423	Jury Goes Round 'n' Round	Fair	18	.. 8/18/45
6402	No Dough, Boys		17	.....
6431	Off Again, On Again	Fair	16	.. 3/31/45
6427	Open Season for Saps	Farce	18	..12/16/44
6435	Pistol Packin' Nitwits	Fair	17	.. 4/28/45
6422	She Snoops to Conquer	Average	18	.. 3/10/45
6430	Snooper Service	Fair	14½	.. 3/24/45
6421	Strife of the Party	Pleasing	16	..12/16/44
6403	Three Pests in a Mess	Slapstick	15	.. 5/12/45
6432	Two Local Yokels	Average	17½	.. 5/19/45
6425	Wedded Bliss	Fair	17	..11/18/44
6411	Wife Decoy		17	.....
6410	Woe! Woe!	Average	16	.. 3/10/45
	COLOR RHAPSODY			
6505	Carnival Courage		7	.....
6501	Dog, Cat and Canary		6	.....
6503	Fiesta Time		7½	.....
6504	Hot-Foot Lights	Funny	7	.. 3/25/45
6502	Rippling Romance		8	.....
	COMMUNITY SINGS			
6651	No. 1 (Leibert) Love Love, Love	Good	9½	..11/18/44
6652	No. 2 (Baker) Ikky Tikky Tambo		9	.....
6653	No. 3 (Baker) Swinging on a Star		10	.....
6654	No. 4 (Leibert) Hot Time in Berlin	Good	9	.. 3/10/45
6655	No. 5 (Baker) Tico Tico	Fine	11	.. 3/10/45
6656	No. 6 (Don Baker) Very Thought of You	Good	10	.. 4/28/45
6657	No. 7 (Leibert) I'll Walk Alone		11	.....
6658	No. 8 (Leibert) Sweet and Lovely	Musical	9	.. 6/ 2/45
6659	No. 9 (Baker) Confessin'	Good	10	.. 8/25/45
6660	No. 10 (Baker) Rum and Coca Cola	Good	10	.. 8/25/45
6661	No. 11 (Leibert) Little on the Lonely Side	Good	10	.. 8/18/45
6662	No. 12 (Leibert) Bell-Bottom Trousers	Good	11	..11/10/45
6663	No. 13 (Special) Patriotic Songs		10½	.....
	FILM-VODVIL			
6652	Al Trace's Comedy Band	Excellent	11	..12/16/44
6654	Kern Kobblers	Good	11	.. 4/28/45
6651	Kehee's Marimba Band		11	.....
6655	Lewe, Hite & Stanley	Diverting	11	.. 6/ 2/45
6653	Rootin' Tootin' Band		11	.....
	FOX & CROW			
6751	Be Patient, Patient		7	.....
6752	Egg-Yegg	Amusing	7½	.. 3/31/45
6753	Kukunuts	Funny	6½	.. 3/25/45
6754	Treasure Jest	Good	6½	..3/16/45
	LI'L ABNER			
6902	Kickapoo Juice	Amusing	7	.. 3/31/45
6901	Porkulier Piggy	Funny	7	..12/16/44
	PANORAMICS			
6901	A Harbor Goes to France		10	.....
	PHANTASIES			
6702	As the Fly Flies		6	.....
6704	Bobby Seeks	Good	6	.. 8/18/45
6703	Goofy News Views	Has Possibilities	7	.. 6/ 2/45
6701	Mutt 'n' Bones	Fair	7	..12/23/44
	SCREEN SNAPSHOTS			
6851	No. 1 (Gl Joe In Hollywood)	Fair	16	..12/ 2/44
6852	No. 2 (The Mike Goes to War)		10	.....
6853	No. 3 (Ken Murray, M.C.)		10	.....
6854	No. 4 (Variety-Mewbray)		9½	.....
6855	No. 5 (G.I. Janes in Hollywood)	Average	10	.. 3/10/45
6856	No. 6 (Vallee-Allen)	Good	9	.. 4/14/45
6857	No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	.. 4/14/45
6858	No. 8 (Letters to G.I.)		10	.....
6859	No. 9 (Doctors in Make-Up)		9½	.....
6860	No. 10 (Eddie Cantor-Ginny Simms)	Excellent	10	.. 8/25/45
	SPORTS REEL			
6903	Aqua-Maids		9½	.....
6909	Chips and Putts		9	.....
6902	Hedge Hoppers	Selective	8	..12/16/44
6908	Hi-ho Rodeo		9	.....
6907	Iron Masters	Excellent	9½	.. 5/ 5/45
6901	K-9-Kadets		10½	.....
6905	Kings of the Fairway	Interesting	10	.. 4/21/45
6906	Rough and Tumble	Very Funny	9	.. 4/14/45
6910	Salmon Fishing		9	.....
6904	Striking Champions		10	.....

SERIALS

6120	Black Arrow	15 Chaps.	
6140	Brenda Starr, Reporter	13 Chaps.	
6160	Monster and the Ape	15 Chaps.	6/26/45

METRO-GOLDWYN-MAYER
(1943-44)

		Comment	Running Time	Reviewed Issue Of
	CARTOONS (Tech.)			
W-542	Barney Bear's Polar Pest			.....
W-538	Bear Raid Warden	Good	8	.. 8/26/44
W-539	Big Heel-Watha	Excellent	8	.. 9/ 2/44
W-546	Jerkey Turkey	Fair	8	.. 5/12/45
W-541	Mouse Trouble			.....
W-540	Puttin' on the Dog	Very Funny	7	..11/ 4/44
W-543	Screwy Truant	Good	7	.. 5/12/45
W-545	Shooting of Dan McGoo	Kids Itself	8	.. 4/21/45
W-544	Unwelcome Guest			.....
	CRIME-DOES-NOT-PAY			
A-502	Fall Guy	Fair	20	.. 5/12/45
A-503	Last Installment	Absorbing	19	.. 5/12/45
A-504	Phantoms Inc.		17	.....
	MINIATURES (10)			
M-590	Little White Lie			.....
M-589	Nostradamus IV	Very Good	10	..11/ 4/44
M-588	Somewhere, USA (Tech.)		10	.....
M-587	Why Daddy		9	.....
	PASSING PARADE			
K-574	A Lady Fights Back	Interesting	10	.. 1/ 6/45
K-572	Grandpa Called It Art	Good	10	..10/ 7/44
K-575	It Looks Like Rain			.....
K-573	Return From Nowhere	Interesting	10	..11/ 4/44
K-576	Seesaw and the Shoes	Exceptional	10	.. 5/12/45
	PETE SMITH SPECIALTIES (14)			
S-557	Football Thrills of 1943	Very Good	8	..11/ 4/44
S-560	Hollywood Scout	Unique	8	.. 5/12/45
S-555	Movie Pests	Pointed Fun	10	.. 8/ 5/44
S-558	Safety Sleuth	Hilarious	10	..12/16/44
S-556	Sports Quiz	Very Good	10	.. 9/ 2/44
S-559	Track and Field Quiz			.....
	TRAVELTALKS (12) (Tech.)			
T-520	City of Brigham Young			.....
T-518	Colorful Colorado		8	.....
T-521	Monumental Utah	Excellent	9	.. 9/ 2/44
T-519	Roaming Through Arizona		10	.....
T-522	Wandering Here and There	Instructive	9	.. 1/13/45

(1944-45)

	CARTOONS			
W-631	Mouse Comes to Dinner		7	.....
W-632	Mouse in Manhattan		8	.....
W-633	Tee for Two		7	.....
W-634	Swing Shift Cinderella		8	.....
	TRAVELTALKS			
T-612	Seeing El Salvador		9	.....
T-611	Shrines of Yucatan	Instructive	9	.. 1/13/45
T-613	Modern Guatemala City		8	.....

PARAMOUNT

		Comment	Running Time	Reviewed Issue Of
	CLASSICS CARTOONS (Tech.) (4)			
C4-10	Hunky and Spunky		7	...Reissue
C4-9	Kids in the Shoe		7	...Reissue
C4-7	Little Stranger		7	...Reissue
C4-8	Snubbed by a Sneb		7	...Reissue
	GEORGE PAL PUPPETOONS			
U4-6	Hatful of Dreams	Excellent	9	.. 4/28/45
U4-3	Hot-Lip Jasper	Excellent	8	.. 1/27/45
U4-7	Jasper's Booby Traps	Very Good	8	.. 6/ 2/45
U4-8	Jasper's Close Shave	Good	8	.. 8/ 4/45
U4-5	Jasper's Minstrels	Fair	9	.. 4/28/45
U4-1	Jasper's Paradise	Excellent	7½	..12/30/44
U4-4	Jasper Tell	Amusing	8	.. 2/ 3/45
U4-2	Two Gun Rusty	Very Good	7½	..11/11/44
	LITTLE LULU			
D4-4	Bean Ties	Fair	8	.. 6/ 9/45
D4-1	At the Zoo	Entertaining	8	.. 3/10/45
D4-2	Birthday Party	Excellent	8	.. 3/10/45
D4-5	Daffydilly Daddy	Good	8	..10/13/45
D4-3	Magica-Lulu	Amusing	8	.. 5/ 5/45
D4-6	Snap Happy			.....
	NOVELTOONS			
P4-5	Lamb in a Jam	Good	8	.. 8/ 4/45
P4-6	A Self-Made Mongrel	Funny	8	..10/13/45
P4-4	Scrappily Married	Very Funny	8	.. 8/31/45
P4-3	When GI Johnny Comes Home	Exceptional	8	.. 5/ 5/45
P4-1	Yankee Doodle Donkey	Amusing	8	.. 1/27/45
P4-2	Gabriel Churchkitten	Winsome	8½	.. 8/10/45
	MUSICAL PARADES			
FF4-5	Boogie Woogie	Good	20	.. 6/ 2/45
FF4-1	Bonnie Lassie	Very Good	19	.. 9/23/44
FF4-3	Bombalera	Super	20	.. 1/27/45
FF4-4	Isle of Tabu	Good	20	.. 3/10/45
FF4-2	Star Bright	Excellent	20	..12/23/44
FF4-6	You Hit the Spot	Entertaining	20	.. 9/22/45
	POPEYE			
E4-5	For Better or Nurse		7½	.....
E4-6	Mess Production	Good	7½	..11/17/45
E4-2	Pop-Pie Ala Mode	Good	8	.. 6/ 2/45
E4-4	Shape Ahoy	Good	7½	.. 9/ 1/45
E4-1	She-Sick Sailors	Good	8	.. 3/31/45
E4-3	Tops in the Big Top	Good	7	.. 8/ 4/45
	POPULAR SCIENCE			
J4-1	No. 1	Interesting	10	..12/30/44
J4-2	No. 2	Excellent	10	..12/30/44
J4-3	No. 3	Interesting	10	.. 1/27/45
J4-4	No. 4	Very Interesting	10	.. 5/12/45
J4-5	No. 5	Good	10	.. 6/ 9/45
J4-6	No. 6	Excellent	10	.. 8/ 4/45
	SPEAKING OF ANIMALS			
Y4-1	As Babies	Tops	9	..12/30/44
Y4-6	From A to Zoe	Excellent	9	.. 9/ 1/45
Y4-5	In a Musical Way	Excellent	9	.. 8/18/45
Y4-3	In the Public Eye	Good	10	.. 3/24/45
Y4-4	Talk of the Town	Very Funny	9	.. 5/26/45
Y4-2	Who's Who in Animal Land	Tops	9	.. 1/27/45
	SPORTLIGHTS			
R4-5	Blue Winners	Excellent	9	.. 1/27/45
R4-2	Brongs & Brands	Thrilling	9½	..12/30/44
R4-10	Campus Mermaids	Good	9	.. 9/ 1/45
R4-9	Canine-Feline Capers	Good	9	.. 8/18/45
R4-8	Fan Fare	Fair	9	.. 6/ 9/45
R4-3	Long Shots or Favorites	Good	9½	.. 2/10/45
R4-4	Out Fishin'	Excellent	9½	.. 4/21/45
R4-6	Game Bag	Excellent	9½	.. 3/31/45
R4-1	Rhythm on Wheels	Good	9½	..12/ 2/44
R4-7	White Rhapsody	Thrilling	9	.. 5/12/45
	UNUSUAL OCCUPATIONS			
L4-1	No. 1	Interesting	10	..11/ 4/44
L4-2	No. 2	Interesting	10	.. 2/24/45
L4-3	No. 3	Very Fine	10	..3/10/45
L4-4	No. 4	Interesting	10	.. 5/12/45
L4-5	No. 5	Interesting	10	.. 9/15/45
L4-6	No. 6	Interesting	10	..10/13/45

RKO RADIO

		Comment	Running Time	Reviewed Issue Of
	DISNEY CARTOONS (18) (Tech.)			
54110	African Diary		7	.....
54112	Californy 'Er Bust	Fair	7	.. 6/16/45
54113	Canine Patrol	Excellent	7	.. 9/22/45
54107	Clock Watcher	Good	7	.. 1/13/45
54118	Cured Duck		7	.....
54108	Dog Watch	Good	7	.. 1/ 6/45
54111	Donald's Crime		6	.....
54105	Donald's Off Day	Funny	7	.. 1/ 6/45
54114	Duck Pimples	Very Good	8	.. 6/ 9/45
54109	Eyes Have It	Entertaining	7	.. 5/12/45
54103	First Aiders	Excellent	7	..12/ 2/44
54117	Hockey Homicide		8	.....
54104	How to Play Football	Timely	8	..12/ 9/44
54116	No Sail	Good	7	.. 8/25/45
54115	Legend of Coyote Rock	Very Funny	7	.. 8/25/45
54102	Plastics Inventor	Excellent	7	.. 8/18/45
54101	Springtime for Pluto		7	.....
54106	Tiger Trouble	Funny	7	.. 1/18/45
	EDGAR KENNEDY			
53401	Feather Your Nest	Good	18	..12/16/44
53402	Alibi Baby	Comedy	18	.. 1/13/45
54405	It's Your Move	Fair	17	.. 8/18/45
53403	Sleepless Tuesday	Some Laughs	18	.. 4/28/45
53404	What, No Cigarets?	Poor	18	.. 7/ 7/45
53406	You Drive Me Crazy	Fair	17	..11/10/45
	FLICKER FLASHBACKS			
54201	No. 1		10	.....
54202	No. 2	Good	9½	..11/11/44
54203	No. 3		9	.....
54204	No. 4	Hilarious	9	.. 2/24/45
54205	No. 5	Swell Ribbing	9	.. 3/31/45
54206	No. 6	Good	8	.. 4/21/45
54207	No. 7		7	.....
	HEADLINER REVIVALS			
53201	Songs of the Colleges		15	.....
53204	Swing Fever		19	.....
53202	Swing It		16	.....
53203	Swing Vacation		19	.....
	LEON ERROL			
53707	Beware of Redheads	Good	17	.. 9/22/45
53703	Birthday Blues	Average	17	.. 4/14/45
53706	Double Honeymoon	Good	18	.. 8/18/45
53702	He Forget to Remember		17	.....
53704	Let's Go Stepping		17	.....
53701	Triple Trouble	Good Hokum	17	..11/11/44
53705	It Shouldn't Happen to a Dog	Fair	18	.. 8/25/45
	SPORTSCOPES			
54308	Athlete of the Year	Good	8	.. 4/21/45
54313	Colorado Rainbows	Good	8	.. 9/22/45
54306	Court Craft	Action	8	.. 4/21/45
54305	Five Star Bowlers	Class Appeal	8	.. 2/24/45
54304	Parallel Skiing	Good	8	.. 1/ 6/45
54303	Saddle Starlets	Good	8	..12/23/44
54302	School for Dogs	Interesting	8	..12/30/44
54307	Ski Gulls	Thrills	8	.. 3/31/45
54311	Tee Tricks	Excellent	8	.. 7/ 7/45
54309	Timberdoodles	Interesting	8	.. 4/28/45
54310	West Point Winners	Very Good	8	.. 7/ 7/45
54312	Mexican Playland	Good	8	.. 8/25/45
	THIS IS AMERICA			
53113	Americans in Paris	Good	16	..11/24/45
53111	Annapolis	Interesting	16	.. 9/22/45
53108	Battle of Supply	Excellent	17	.. 7/ 7/45
53112	California Boom Town	Very Good	16	..10/27/45
53107	Dress Parade	Very Good	16	.. 5/12/45
53106	Guam-Salvaged Island	Excellent	17	.. 4/21/45
53105	Honorable Discharge	Educational	17	.. 3/24/45
53102	New Americans	Interesting	19	.. 1/ 6/45
53104	On Guard	Exciting	17	.. 3/ 3/45
53110	Policing Germany	Excellent	18	.. 8/11/45
53106	Power Unlimited	Interesting	17	.. 2/24/45
53101	West Point	Revealing	17	..12/ 9/44
53109	China Life Line	Excellent	18	.. 7/28/45

REPUBLIC

483	Federal Operator 99	15 Chaps.
482	Manhunt of Mystery Island	15 Chaps.
581	Phantom Rider	12 Chaps.
484	Purple Monster Strikes	15 Chaps.
481	Zorro's Black Whip	12 Chaps.

20th CENTURY-FOX

LEW LEHR

8002	Do You Remember			
8001	Sea Food Mamas		8	

MARCH OF TIME

1	Post War Farms			
2	What to Do With Germany	Excellent	18½	9/30/44
3	Uncle Sam Mariner			
4	Inside China	Revelatory	17½	12/ 2/44
5	Unknown Battle	Interesting	19	12/30/44
6	Report on Italy	Outstanding	17	2/ 3/45
7	West Coast Question	Interesting	16	2/24/45
8	Memo to Britain	Interesting	16	3/24/45
9	Returning Veteran	Interesting	17	4/14/45
10	Spotlight on Congress	Informative	16	5/19/45
11	Teen-Age Girls	Excellent	17	6/16/45
12	Where's the Meat?	Fair	17	7/28/45
13	New U. S. Frontier	Unusual	16	8/11/45

MOVIETONE ADVENTURE

8256	Alaskan Grandeur (Tech.)	Interesting	8	3/10/45
8254	Black, Gold and Cactus (Tech.)			
8257	Canyons of the Sun	Educational	8	2/10/45
8255	City of Paradox			
8251	Empire State			
8259	Isle of Romance			
8252	Jewels of Iran			
8258	Land of 10,000 Lakes	Interesting	8	3/10/45
8251	Mexican Majesty (Tech.)			
8261	Modeling for Money			
8263	Mystic India			
8260	Sikhs of Patiala			

SPORTS REVIEWS

8351	Blue Grass Gentlemen (Tech.)			
8302	Steppin Pretty			
8354	Down the Fairways			
8352	Trolling for Strikes (Tech.)			
8353	Nova Scotia	Fair	8	3/10/45

SPECIAL

8401	Three Sisters of the Moors		20	

UNITED ARTISTS 1944-45

DAFFY-DITTYS

	Cross-Eyed Bull	Very Good	10	11/ 4/44
	Flying Jeep			
	Lady Says No			
	Pepito's Serenade			
	Choo Choo Amigo			

WORLD IN ACTION

	Now—The Peace	Good	21	5/19/45
	When Asia Speaks	Interesting	19	12/ 9/44

UNIVERSAL

NAME BAND MUSICALS

8126	Artistry in Rhythm	Fair	15	6/16/45
8122	Harmony Highway	Fair	15	12/30/44
8124	Jive Busters	Average	15	4/21/45
8125	Melody Parade			
8123	On the Mellow Side	Excellent	15	12/30/44
8127	Reekabye Rhythm	Good	15	7/ 7/45
8126	Swing Serenade	Very Good	15	5/12/45
8121	Swingtime Holiday	Good	15	12/30/44
8129	Waikiki Melody	Excellent	15	8/18/45

PERSON ODDITIES

8373	ABC Pin-Up	Good	9	2/10/45
8375	Author in Babyland	Interesting	9	5/12/45
8376	Broadway Farmer	Good	9	7/ 7/45
8371	Idol of the Crowd	Interesting	9	11/ 4/44
8378	Kanine Aristocrats	Good	9	9/22/45
8372	One-Man Newspaper	Interesting	10	12/23/44
8374	Pigtail Pilot	Exceptional	9	1/27/45
8377	School for Mermaids	Good	9	8/25/45

SWING SYMPHONIES

8231	Abou Ben Boogie	Fair	7	11/ 4/44
8235	Painter and the Pointer	Amusing	7	12/23/44
8234	Pied Piper of Basin Street	Entertaining	8	2/10/45

TECHNICOLOR CARTUNES

8232	Beash Nut, The	Good	7	12/16/44
8236	Chew Chew Baby	Hilarious	7	2/24/45
8239	Crow Crazy	Funny	7	8/25/45
8240	Dippy Diplomat			
8235	Painter and the Pointer			
8233	Ski for Two	Tops	7	12/30/44
8238	Woody Dines Out	Good	7	5/12/45

SPECIAL FEATURETTES

8112	Lili Marlene	Engrossing	21	11/11/44
8110	World Without Borders		21	

VARIETY VIEWS

8352	Dogs for Show	Very Fine	8	12/23/44
8351	From Spruce to Bomber	Interesting	8	12/16/44
8353	Mr. Chimp Goes to Coney Island	Fair	10	12/23/44
8354	White Treasure	Interesting	9	1/13/45
8356	Wingmen of Tomorrow	Interesting	10	6/16/45
8355	Your National Gallery	Interesting	10	2/24/45
8357	Victory Bound	Interesting	8	8/ 1/45
8358	Village of the Past	Good	8	8/25/45

SERIALS

9581	Jungle Queen	13 Chaps.	
9881	Master Key	13 Chaps.	5/ 5/45
9681	Mystery of the River Boat	13 Chaps.	12/ 2/44
9781	Raiders of Ghost City	13 Chaps.	8/12/44
9981	Secret Agent X-9	13 Chaps.	9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1724	Hare Conditioned	Excellent	7	8/25/45
1723	Hare Trigger	Excellent	7	4/21/45
1721	Herr Meets Hare		7	
1722	Unruly Hare	Excellent	7	2/24/45
1725	Hare Tonic	Excellent	7	11/24/45

BLUE RIBBON HIT PARADE

1309	Ain't We Got Fun			
1318	Busy Bakers			
1306	Fella With a Fiddle		7	
1304	I Love to Singa		7	
1316	I'm a Big Shot Now		7	
1308	I Only Have Eyes for You		7	
1301	Let It Be Me		7	
1312	Old Glory		7	
1305	Plenty of Money and You		7	
1302	September in the Rain		7	
1311	Speakin' of the Weather		7	
1303	Sunday Go to Meeting Time		7	
1307	When I Yee Hee			

FEATURETTES

1109	Are Animals Asters	Good	20	4/14/45
1106	Congo			
1101	I Am An American	Auspicious	20	12/30/44
1108	It Happened in Springfield	Magnificent	20	4/ 7/45
1104	I Won't Play	Terrific	20	12/ 2/44
1110	Law of the Badlands	Good	20	4/21/45
1112	Learn and Live	Excellent	20	1/11/45
1105	Nautical But Nice	Satisfying	20	12/30/44
1107	Navy Nurse	Very Good	20	2/24/45
1103	Once Over Lightly	Good	20	11/11/44
1111	Plantation Melodies	Excellent	20	5/19/45
1102	Proudly We Serve	Good	20	12/ 2/44

MELODY MASTERS

1609	Bands Across the Sea	Very Good	15	7/ 7/45
1601	Bob Wills & His Texas Playboys	Good	10	11/ 4/44
1608	Circus Band	Very Good	10	5/12/45
1603	Harry Owens and His Royal Hawaiians	Good	10	12/ 2/44
1605	Jammin' the Blues	Unique	10	12/ 2/44
1602	Listen to the Bands	Fair	10	12/16/44
1607	Musical Mexico			
1606	Rhythm of the Rhumba	Good	10	3/ 3/45
1604	Sonny Dunham & His Orch.	Exceptional	10	12/30/44
1610	Yankee Doodle's Daughters	Excellent	10	8/18/45

MERRIE MELODIES

1705	Ain't That Ducky	Funny	7	5/12/45
1710	The Bashful Buzzard	Fair	10	10/28/45
1704	Behind the Meat Ball	Good	7	4/14/45
1701	Draftee Daffy	Tops	7	2/24/45
1709	Fresh Airdale	Very Funny	7	8/25/45
1706	Gruesome Twosome	Good	7	6/ 2/45
1703	Life With Feathers	Cute	7	3/24/45
1712	Nasty Quacks	Funny	7	12/ 1/45
1711	Peck Up Your Troubles	Good	7	10/14/45
1707	Tale of Two Mice	Excellent	7	7/ 7/45
1702	Trap-Happy Porky	Excellent	7	3/10/45
1708	Wagon Heels	Funny	7	8/ 4/45

SPORTS PARADE

1511	Arabians in the Rockies		10	
1509	Bahama Sea Sports	Good	10	7/ 7/45
1504	Bikes and Skis	Beautiful	10	5/12/45
1502	Birds & Beasts Were There	Beautiful	10	12/30/44
1501	California Here We Are	Interesting	10	2/10/45
1513	Cavalcade of Archery			
1505	Cuba Calling	Fine	10	4/21/45
1512	Days of '76			
1510	Flivver Flying	Interesting	10	8/25/45
1503	Glamour in Sports	Average	10	2/ 3/45
1508	Mexican Sea Sports	Thrilling	10	6/ 2/45
1506	Swimsapades	Interesting	10	3/31/45
1507	Water Babies	Good	10	4/28/45

TECHNICOLOR SPECIALS

1005	America the Beautiful	Excellent	20	8/18/45
1002	Beachhead to Berlin	Remarkable	20	12/16/44
1004	Coney Island Honeymoon	Excellent	20	6/16/45
1001	Let's Go Fishing	Nice Catch	20	11/ 4/44
1006	Orders From Tokye		20	
1003	Pledge to Bataan	Exceptional	20	2/10/45

VITAPHONE VARIETIES

1403	Outdoor Living	Interesting	10	12/ 2/44
1404	Overseas Roundup No. 1	Interesting	10	4/21/45
1405	Overseas Roundup No. 2	Very Good	10	5/19/45
1406	Overseas Roundup No. 3	Excellent	10	5/26/45
1402	Ski Whizz	First Rate	10	11/ 4/44
1401	Their Dizzy Day	Very Good	10	9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7434	A Hit With a Miss		16	
7432	A Miner Affair	Poor	18½	11/10/45
7403	Beer Barrel Polecats		17	
7436	Blonde Stayed On, The		16½	
7423	Calling All Fibbers		16½	
7422	Dance, Dunce, Dance!	Funny	18½	10/27/45
7433	High Blood Pleasure		19	
7401	If a Body Meets a Body		18	
7421	Mayor's Husband, The	Funny	16	11/10/45
7402	Micro-Phonies		17	
7435	Spook to Me		17	
7409	Vine, Women and Song (Billy Vine)		28½	
7431	Where the Pest Begins		17	

COLOR RHAPSODY

7501	River Ribber		8	

COMMUNITY SINGS

5657	Christmas Carols		10½	Re-Sale
7651	No. 1 (Leibert) Cowboy Hit Tunes	Good	9½	11/17/45
7652	No. 2 (Baker) You Belong to My Heart		16	
7653	No. 3 (Baker) Dream		10	
7654	No. 4 (Baker) Good, Good, Good		11	
7655	No. 5 (Leibert) No Can Do			

FILM VODVIL

7951	Milt Britton & Band		11	
7952	Randy Brooks & Orch		10½	
7953	Morale's Copacabana Orchestra		11	

FLIPPY

7601	Catnipped		7½	

FOX & CROW

7751	Phoney Baloney		7	

PANORAMICS

7901	The Magic Stone		10	

PHANTASIES

7701	Simple Siren		6½	

SCREEN SNAPSHOTS

7851	No. 1 (25th Anniversary Special)		8	
7852	No. 2 (Harlow Wilcox & H. Von Zell)		10	
7853	No. 3 (Fashions, Rodeo, etc.)		8	
7854	No. 4 (Hollywood Celebrations)		9	
7855	No. 5			

SPORT REELS

7801	Champion of the Cue		7½	
7802	Puck Chasers		10	
7803	Cadet Cagers		8½	
7804	Mermaids' Paradise		9½	
7805	Wrestling			

SERIALS

7120	Jungle Raiders	15 Chaps.		
7140	Who's Guilty?	15 Chaps.		

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731	Flirty Birdy		7	
W-732	Wild and Woolfy		8	

TRAVELTALKS

T-712	Merida and Campeche	Good	8	12/ 1/45
T-711	Where Time Stands Still	Good	9	12/ 1/45

MGM SPECIALS

A-701	A Gun in His Hand		19	
A-702	Purity Squad	Excellent	20	11/24/45

PETE SMITH SPECIALTIES

S-756	Badminton			
S-753	Bus Pests			
S-571	Football Thrills of 1944	Excellent	8	12/ 1/45
S-755	Gettin' Glamor			
S-752	Guest Pests		9	
S-754	Sports Sticklers			

PASSING PARADE

K-774	Golden Hunch			
K-771	Great American Mug	Very Good	10	11/24/45
K-773	People on Paper	Excellent	11	12/ 1/45
K-775	Magic on a Stick			
K-772	Stairway to Light	Good	10	11/24/45

MGM MINIATURE

M-781	Strange Destiny		10	
M-782	Spreadin' the Jam	Fair	10	11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1	Jasper and the Beanstalk	Good	8	10/27/45
U5-2	My Man Jasper			
U5-3	Olio for Jasper			

LITTLE LULU

D5-1	Man's Pest Friend			
D5-2	Bargain Counter Attack			

NOVELTOONS

P5-1	The Friendly Ghost			
P5-2	Old MacDonald Had a Farm			

MUSICAL PARADES

FF5-1	Little Witch	Very Good	20	11/16/45
FF5-2	Naughty Nanette			
FF5-3	College Queen			

POPEYE

E5-1	House Tricks			
E5-2	Service With a Guile			

POPULAR SCIENCE

J5-1	No. 1	Interesting	10	11/17/45
J5-2	No. 2			
J5-3	No. 3			

SPEAKING OF ANIMALS

Y5-1	Animal-ology	Very Funny	8	11/ 3/45
Y5-2	Hillbillies			

SPORTLIGHTS

R5-1	What a Picnic	Interesting	8	10/13/45
R5-2	Paddle Your Own	Good	9	11/17/45
R5-3	Running the Team			
R5-4	Good Dog			
R5-5	Dixie Pointers			

UNUSUAL OCCUPATIONS

L5-1	No. 1			
L5-2	No. 2			
L5-3	No. 3			

RKO RADIO 1945-46

DISNEY CARTOONS

64101	Canine Patrol		7	
64102	Old Sequoia	Funny	7	10/13/45

EDGAR KENNEDY

63401	Big Beef, The	Good	17	11/24/45
63402	Mother-in-Law's Day		18	

FLICKER FLASHBACKS

64201	No. 1	Funny	7	11/17/45
64202	No. 2		7	
64203	No. 3		7	

HEADLINER REVIVALS

63201	The Derby Decade		22	
63202	Russian Dressing		18	

LEON ERROL

63701	Beware of Redheads		17	

RAY WHITLEY WESTERN MUSICALS

63501	Western Welcome		18	
63503	Ranch House Romeo		17	
63502	Sagebrush Serenade		19	

SPECIAL

671	The House I Live In	Excellent	10	10/13/45

SPORTSCOPES

64301	Athletic Items	Good	8	11/24/45
64302	Battling Bass	Good	8	11/17/45
64303	Ten Pin Titans		8	

THIS IS AMERICA

63102	T.V.A.		18	
63101	Airline to Everywhere		17	

WAR ACTIVITIES

	Here Come the Yanks	Interesting	10	10/13/45

20th CENTURY-FOX

MOVIETONE ADVENTURE

6260 Across the Great Divide
6258 Along the Rainbow Trail
6254 Bountiful Alaska ..... 8 .....
6259 Cradle of Liberty
6253 China Carries On
6256 Louisiana Springtime ..... 8 .....
6257 Lost Lake
6252 Magic of Youth
6251 Memories of Columbus
6255 Song of Sunshine ..... 8 .....

SPORTS REVIEWS

6353 Diving Dandies
6355 Golden Horse
6301 Pins and Cushions
6351 Ski Aces
6352 Time Out For Play ..... 8 .....
6354 Sea Sirens

TERRYTOONS

6517 Dinky Finds a Home ..... 7 .....
6511 Fortune Hunters ..... 7 .....
6502 Fox & the Duck
6520 Golden Hen ..... 7 .....
6514 It's All in the Stars ..... 7 .....
6518 Johnstown Flood ..... 7 .....
6501 Mighty Mouse in Gypsy Life ..... 6 .....
6506 Mighty Mouse Meets Bad Bill Bunion ..... 7 .....
6508 Mighty Mouse in Krakatoa ..... 7 .....
6513 My Old Kentucky Home ..... 7 .....
6519 Peace-Time Football ..... 7 .....
6503 Swooning the Swooners
6510 Svengali's Cat ..... 7 .....
6509 Talking Magpies ..... 7 .....
6507 The Exterminator ..... 7 .....
6515 Throwing the Bull ..... 7 .....
6516 Trojan Horse ..... 7 .....
6504 Watch Dog
6512 Wicked Wolf ..... 7 .....
6505 Who's Who in the Jungle ..... 7 .....

MARCH OF TIME

1 Palestine Problem .....Informative ... 17 .. 9/18/45
2 American Beauty .....Interesting .... 18 .....
3 18 Million Orphans.....Excellent ..... 17 ..11/ 3/45
4 Justice Comes to Germany .....Impressive ..... 21 ..11/24/45

UNIVERSAL

ANDY PANDA CARTOONS

The Poet and Peasant...Very Good ..... 7 ..10/27/45

NAME BAND MUSICALS

1304 Cuban Madness
1301 Solid Senders .....Very Good ..... 15 ..11/24/45
1302 Hot and Hectic
1306 Melody Stampede
1381 Sing And Be Happy
1307 Swing High, Swing Sweet
1303 Synco-Smooth Swing
1305 Tin Pan Alley Tempos

PERSON-ODDITY

1361 Gabriel Heatter Reporting .....Ineresting ..... 9 ..11/17/45
1362 Hill-Billy Artist .....Interesting .... 9 ..10/27/45
1363 Paper Magic .....Interesting .... 9 ..11/10/45
1364 Pottery Poets .....Good ..... 9 ..12/ 1/45
1365 Front Line Artists .....Good ..... 9 ..12/ 1/45

SERIALS

Lost City of the Jungle
Royal Mounted Rides Again
Scarlet Horseman
Secret Agent X-9

TECHNICOLOR CARTOONS

1321 The Loose Nut

VARIETY VIEW

1342 Go North .....Very Good ..... 9 ..10/13/45
1342 Go North
1364 Grave Laughter .....Amusing ..... 9 ..11/24/45
1344 Doctor of Paintings
1345 Jungle Capers
1341 Queer Birds .....Interesting .... 9 ..11/10/45

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS

2303 The Good Egg
2302 Lyin' Mouse
2301 Sunbonnet Blue ..... 7 .....
2304 Trial of Mr. Wolf

FEATURETTES

2101 Barbershop Ballads .....Fair ..... 20 .. 8/25/45
2102 Star in the Night.....Outstanding ... 20 ..10/27/45
2103 All Star Musical Revue..Entertaining .. 20 ..12/ 1/45
2104 Good Old Corn.....Good ..... 20 ..12/ 1/45
2106 Hitler Lives?
2105 Musical Shipmates

MELODY MASTERS

2601 Spade Cooley, King of Western Swing.....Excellent 10 8/25/45
2605 Headlines Bands
2602 Here Comes the Navy Bands .....Fair ..... 10 ..10/13/45
2603 Musical Novelties .....Fair ..... 10 ..11/17/45
2604 Music of the Americas...Good ..... 10 ..12/ 1/45

SPECIAL

2901 The Nine Hundred.....Outdated ..... 10 ..10/27/45

SPORTS PARADE

2501 Sports Go to War.....Outdated ..... 10 ..10/13/45
2502 Holiday on Horseback
2503 Michigan Ski-Daddle

TECHNICOLOR ADVENTURES

2801 Fashions for Tomorrow..... 10 .....
2802 In Old Santa Fe

TECHNICOLOR SPECIALS

2001 Frontier Days .....Good ..... 20 .....
2002 Forest Commandos

VITAPHONE VARIETIES

2401 Alice in Jungleland.....Interesting ... 10 .. 8 25 45
2402 Miracle Makers 10
2405 Peeks at Hollywood
2404 So You Think You're Allergic
7403 Story of a Dog.....Interesting .... 10 ..11/17/45

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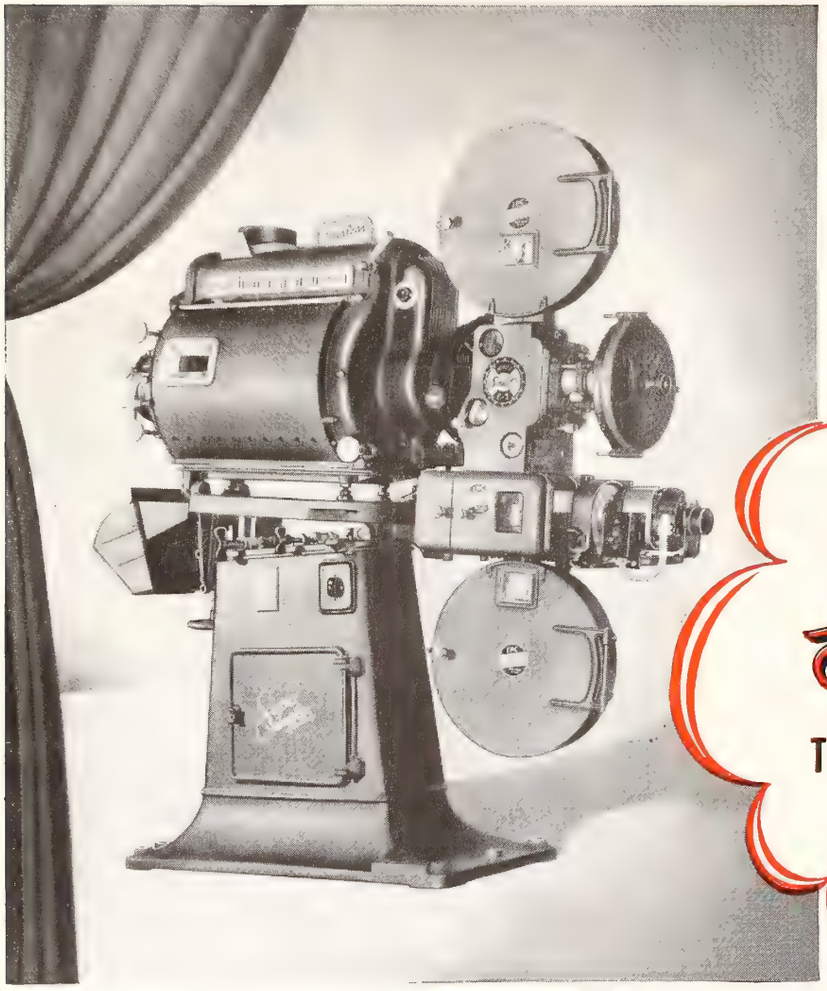
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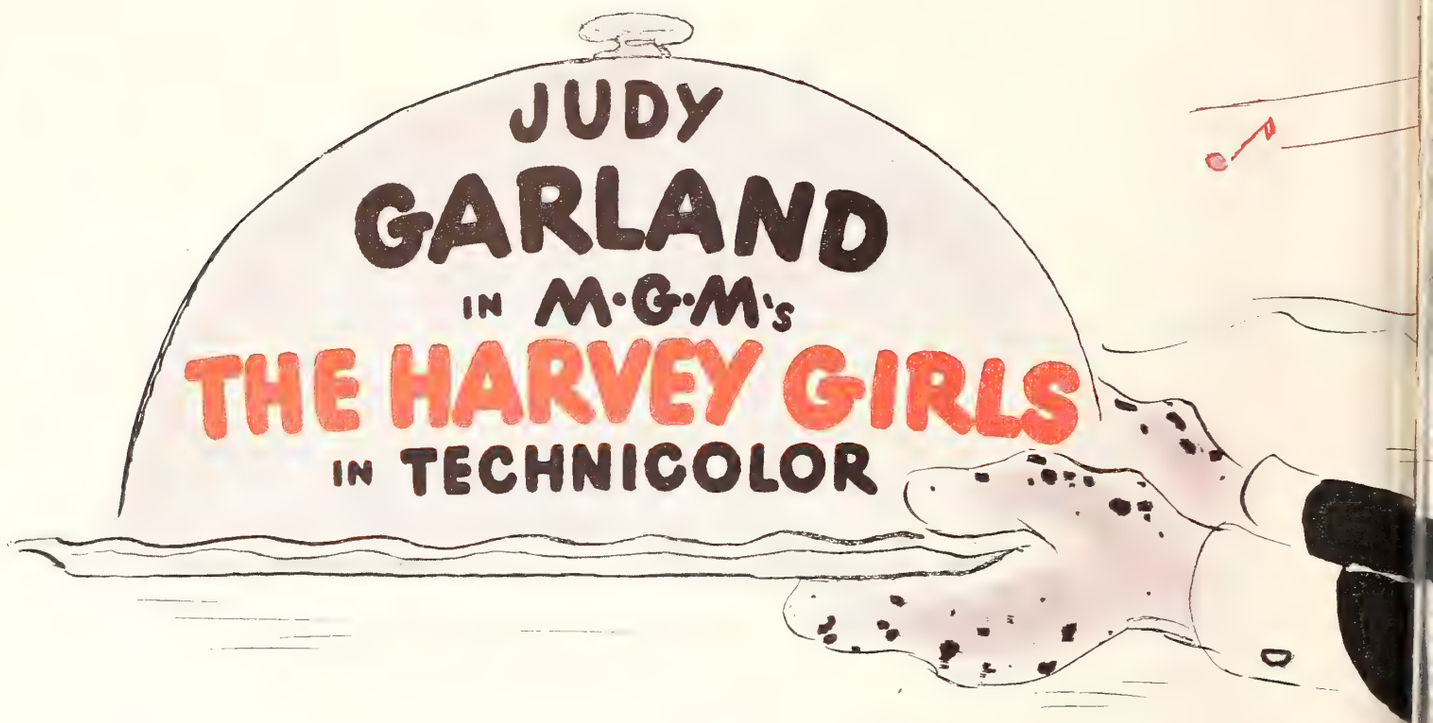


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It's BIG from U.A.

THE EDITORIAL PAGE

TAC

The second phase of the organization of the Theatre Activities Committee, sometimes referred to as the new national exhibitors' group, was held in New York last Monday.

From all indications the idea is progressing smoothly and heading for the goal for which it is intended. Following this second meeting there will be regional meetings to select delegates to the first national convention to be held early in April in St. Louis.

It is our honest belief that independent exhibitors may find in this new organization something highly important to them and the very least they can do is to attend the local meeting and ascertain everything they should know about what this group intends doing and if and how it can be useful and valuable to all exhibitors.

The only investment necessary is the time required to attend meeting in the area. If, after attending, you do not believe you want to be a part of this organization, naturally there is no compulsion for you to associate yourself with it, and it then will remain for time and the accomplishments, or lack of them, by the TAC to prove or disprove the contention that this movement as presently planned is something vitally necessary to all exhibitors—big, little, affiliated or independent.

The plan, in our opinion, is one upon which every exhibitor should form his own estimate based on personal acquaintance of its aims and its organization as gained at area meetings and we think it would be regrettable indeed were any considerable number of theatremen to stand aside from this projected "united front" of exhibitors merely because some groups or individuals voice opposition without even considering the merits of the idea. The Theatre Activities Committee will have to accomplish great results for the exhibition field or it will fall of its own weight.

▲ ▲ ▲

Team Work Wins

During the recent Victory Loan Drive this writer was privileged to serve as National Campaign Coordinator, and in all of his contacts with the field units made a strong plea for close team work between all the elements of the drive.

No one will deny that the last bond drive was a tough one for all concerned. Nor will anyone deny that such success as was achieved went well beyond the expectations of even the Treasury Department.

If ever the necessity for team work existed, it was during that drive, and we wish to take this means of expressing our thanks and appreciation to every one of the men and women throughout the country who helped make up the industry team that put over the Victory Loan Drive.

The Victory Loan Drive as in the cases of all of the other war-connected campaigns by the industry stands as a monument that repudiates the idea that the various branches of our industry cannot work together as a smooth-running team.

▲ ▲ ▲

Names In The News

Joe Unger's promotion to sales manager for UA is a well deserved tribute to an able sales executive whose experience and background well equip him for the top spot. We are confident that Joe will weld a smooth-working organization.

Harry Thomas, another "oldtimer" who has been consistently climbing the ladder in distribution circles, is gradually ironing out the kinks in the old PRC machine and giving it plenty of lubrication for efficient operation and better organization spirit.

Ted Gamble's ears still must be ringing with the accolade of praise that was tendered to him at that super-colossal banquet they threw for him the other night here in New York. We were not sure which gave us the bigger thrill, the things said about Ted, or the beaming faces of his wife and three kiddies.

Bob O'Donnell has been handling a three-point program these past few days: (a) Running the Interstate Circuit, (b) Fighting the flu, and (c) Completing plans for the Variety Club's Tenth Convention which will be held in New York in May. We are happy to report that he's doing well with all three. But he'd better keep his desk clear for the preliminaries for the convention.

At the pace he is setting, J. Arthur Rank, may soon start to crowd many domestic bigwig names off the front pages. If the batting average of his pictures runs as high as his publicity you'd better start saving some playing time.

Co-incidental with the beginning of their Silver Anniversary, Harry and Jack Cohn are two names you will be reading often in the news during the months to come. None can deny that from their early and small beginnings they have built up a remarkable company. Columbia Pictures has made tremendous strides since the days when it all started with CBC Pictures. And, brother, twenty-five years is a long time.

—"CHICK" LEWIS

Claim Trust Charges Collapsed at Trial

Joining together on the legal aspects of the case and to present the legal background of their trade practices, the five distributor defendants with affiliated circuits—Paramount, RKO Radio, Loew's, Warners and 20th Century-Fox—declare in briefs filed in New York's film anti-trust suit this week that the "basic fallacy in the plaintiff's case, as we see it, is the presumption in which it indulges from the outset of its brief that the five producer-exhibitors are to be treated 'collectively' in determining whether there exists a Sherman Act violation."

Besides the joint brief on the law, six of the eight defendants filed separate briefs, while United Artists and Universal submitted a combined brief. Oral arguments before the three-judge court, comprised of Judges Augustus N. Hand, Henry W. Goddard and John Bright, are scheduled to begin January 15.

Pointing out that they are not big enough in and of themselves to ever acquire a monopoly, the distributor-defendants with theatre affiliates declare that "cross-licensing, as used in this case, is but an empty catchword, not establishing 'collective' action."

"Take this word 'collectively' away and the Government's whole case collapses," the brief contends, pointing out that the "plaintiff's brief concedes that 'individually considered, each distributor-defendant directly controls only a fraction of the entire domestic distribution business' and 'individually considered, each producer-exhibitor directly controls only a fraction of the domestic exhibition business.'"

Denying the Government charges, the joint brief makes two major points; namely, that the license agreements used in the motion picture industry are lawful and that the five producer exhibitors are entitled as a matter of law to own theatres exhibiting pictures to the public.

In an independent brief, Paramount contends that the Government "has failed to show violations of the law which would justify any relief, much less any basis for amputation or divorcement of Paramount from its theatre interests lawfully acquired and operated, which in Paramount's case would affect the interests of many majority and minority stockholders in a large number of autonomous theatre operating companies which are not parties to this action."

Answering Government charges, 20th Century-Fox and National Theatres, in their brief, advocate that a "supplemental decree should not be entered endorsing the decree of November 20, 1940, insofar as it is now extant, and specifically denying the plaintiff's prayer for further relief."

Stating that Government's case against it is but a tissue of fugitive conclusions," Loew's Incorporated denies any evidence of monopoly or restraint of trade in its final brief. In two points Loew's asserts that . . . "Loew's Incorporated has no monopoly either of distribution or exhibition of motion picture films" and "Loew's as a distributor-exhibitor is not a party to any contract or combination to monopolize or restrain trade in the exhibition of motion picture films." Its interpretation of the statistical evidence filed both by the Government and itself are quoted in substantiation of the denials.

The RKO brief contends that the "evidence

(*Continued on Page* 10)

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Offer Aid in Film Ban

Assistance of the American Civil Liberties Union was this week offered Walter Wanger, vice-president of Diana Productions, an independent producing unit releasing through Universal, in combating the action of the New York State Board of Censors, which banned "Scarlet Street" from exhibition in that State. A screening of the picture for Dr. Irwin A. Conroe, acting director of the motion picture division of the State Education Department, who could sustain or reverse the Board's decision, was scheduled for Thursday afternoon (January 10).

'U' Sets Meetings on Six J. A. Rank Films

A series of regional meetings to fashion a sales policy for the release of six English pictures from J. Arthur Rank was announced this week by W. A. Scully, Universal's vice-president and general sales manager, with the first three-day session scheduled to open Thursday (January 10) in New York. Other meetings will be held in Chicago, January 13-15, and San Francisco, January 18-20.



W. A. Scully

In a statement explaining Universal's decision to release the six English-made pictures ("The Man in Grey," "The Seventh Veil," "Madonna of the Seven Moons," "Wicked Lady," "Rogue's Progress" and "Dead of Night"), Scully declared that "they are very fine pictures and conform to any competitive standard of entertainment," and that "they will be commercially successful" if exhibitors augment the promotion effort Universal is planning to give them. "There is something good in all pictures," Scully declared, adding that "good showmen will find the elements that appeal to the public and point that up accordingly."

In addition to Scully, the New York meeting was to be attended by E. T. Gomersall, assistant general sales manager; Fred Meyers, eastern sales manager, F. J. A. McCarthy, southern sales manager, and Maurice A. Bergman, eastern advertising director. Both Scully and Bergman will attend the Chicago and San Francisco meetings, with A. J. O'Keefe, western sales manager, presiding with Scully. Gomersall will join Scully and O'Keefe in Chicago.

Universal to Hold Foreign Sales Meeting on Coast

The first postwar foreign sales convention of a major motion picture company will be held in Hollywood by Universal International January 15 to 21. Joseph H. Seidelman, president, is now on the coast making final arrangements. Every Universal manager from Latin-America and the British West Indies will attend the sessions, to be held at the Ambassador Hotel.

A group of home office executives including Al Daff, Charles A. Kirby, Louis Foeldes and Fortunat Baronat will join Seiedlman in Los Angeles for the meeting. The representatives from Latin-America who will attend are Monroe Isen, Argentina; Al Szekler, Brazil; E. N. Ferro, Panama and Central America; Jacob Epstein, Mexico; Raul Viancos, Chile; Ramon Pazos, Peru; Alejandro Pettenazza, Uruguay; Carlos Matos, Puerto Rico; Pedro Matos, Venezuela; Ramon Garcia, Cuba and Saul Jacobs, Trinidad.

'Strangers' Release Feb. 16

Warners' "Three Strangers" has been set for February 16 release.

Majors Sue Snider, Charge % Frauds

Charging fraudulent statements on percentage pictures, the eight major companies (RKO, Loew's, Paramount, 20th Century-Fox, United Artists, Columbia, Warner Bros. and Universal) this week filed suit in U. S. District Court, Boston, against Ralph E. Snider and five exhibiting corporations of which he is alleged to be a majority stockholder.

The suit was filed, according to each complaint, after the defendants had permitted a partial audit of theatre records following requests of the plaintiffs on various occasions during the past two years. When the defendants allegedly refused to permit continuance of the audit, it was discontinued. Theatres of the Snider circuit named in the complaint are the Strand and Empire, Portland; Empire and Bijou, Providence, and theatres in various smaller Massachusetts and Rhode Island towns.

"By intentionally furnishing to the plaintiff false and inaccurate statements of the receipts" from percentage pictures, Snider and the exhibiting corporations participated in carrying out a plan designed to defraud, it is charged in each suit. Misrepresentation of the grosses, not only to induce the distributor-plaintiff to ask and accept less than it was entitled to on its percentage pictures, but to obtain at times reductions in rental upon pictures that had already been shown, is also claimed. Checkers, the distributors charge, were induced to join in the falsification of the reports.

Each complaint asks the court to award judgment for the damages sustained by the alleged misrepresentations and to restrain the defendants from destroying or altering their records pending an audit and discovery.

20th-Fox Subscribes to Confidential

Twentieth Century-Fox will officially subscribe to Confidential Reports checking service beginning February 1, Tom Connors, vice-president in charge of distribution, announced this week. Other companies entrusting the checking of their percentage engagements to Confidential include Columbia, Paramount, RKO Radio, Universal and United Artists.

5 in MGM's 15th Block

Five pictures will comprise MGM's 15th block for release during January and February. They are "The Harvey Girls," "Portrait of Maria," "Up Goes Maisie," "A Letter for Evie" and "The Sailor Takes a Wife." No specific release dates are set, since MGM dropped this policy some time ago.

Kalmenson Enroute to Coast

Ben Kalmenson, vice-president and general sales manager of Warner Bros., is enroute to the coast for studio conferences with Jack L. Warner, executive producer. He will make stopovers in Chicago and other key cities.

SHOWMEN'S TRADE REVIEW

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Program for National VarietyClubMeetSet

A schedule of events for the 10th annual convention of the Variety Clubs of America to be held May 15-18 at the Astor Hotel in New York were announced this week by Robert J. O'Donnell, National Chief Barker.

With the first day devoted to registration of delegates and a meeting of the national officers and delegates, regular business sessions are scheduled for the mornings and afternoons of May 16 and 17. Officers to serve for the ensuing year will be elected on the 17th, and on the evening of the 17th the National Tent will play host to the visiting barkers.

A cocktail party hosted by a major company will precede the banquet at which the recipient of the annual Humanitarian Award will be honored and presented with a silver plaque.

Balloting for the Humanitarian Award recipient is now under way by the committee headed by A. K. "Rosey" Rowswell, and comprised of prominent educators and publicists.

Committees and chairmen to handle the convention will be announced next week, following a meeting of the national officers either in Dallas or New York and presided over by O'Donnell and Big Boss John H. Harris. "Chick" Lewis will represent the national tent in New York and act in an advisory capacity to all committees in planning the convention.

Goldhar, Orr Are Named UA Eastern, Western Sales Managers

Appointment of Jack Goldhar and Maury Orr, respectively, as eastern and western sales manager for United Artists was announced this week by J. J. Unger, general sales manager. Goldhar, former district manager, joined UA as salesman in Detroit in 1924, while Orr, former Cleveland branch manager, became a salesman for the company in New York in 1941 after working for Warners in Boston.

Other executive post changes in UA's sales organization included: C. W. "Ching" Allen, elevated from the branch managership in Atlanta to Prairie district manager in charge of Omaha, Kansas City and St. Louis, succeeded as Atlanta branch manager by Henry G. Krumm; M. Dudelson, former Detroit manager, successor to Goldhar as district manager in charge of Detroit, Cleveland, Cincinnati and Pittsburgh, succeeded as Detroit branch manager by Sidney J. Bowman; William Shartin, former Pittsburgh branch manager, successor to Orr as Cleveland branch manager. Shartin's successor in the Pittsburgh post will be announced shortly.

Silverstone Joins 20th-Fox Int'l As Home Office Representative

Emanuel D. Silverstone has joined 20th Century-Fox International Corp. as special home office representative, serving under Murray Silverstone, president, it was announced last week by Spyros P. Skouras, 20th-Fox president. Silverstone had been with United Artists for a year in a similar capacity.

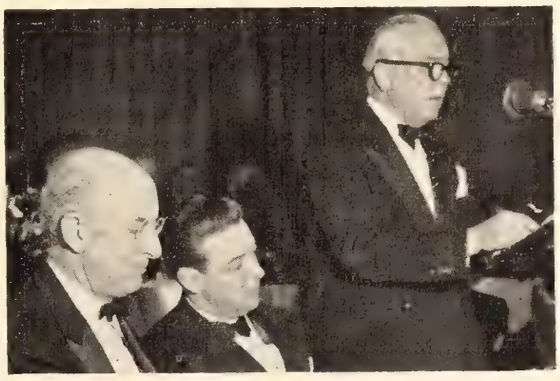
The new 20th-Fox executive recently returned from a seven months' trip abroad, during which time he made a survey of the European market for United Artists. He had been with that company 15 years, having joined Samuel Goldwyn, Inc., in 1931 as special sales representative in New York.

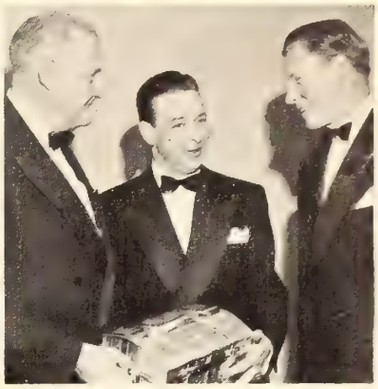
AMPA, Publicity Club Luncheon

AMPA and the Publicity Club will hold a joint luncheon at the latter's headquarters February 18. This will be in addition to AMPA's next regular meeting date, which will be announced in the meantime.

Industry Honors Ted Gamble at Testimonial







As the motion picture industry paid tribute to Ted Gamble at the Testimonial Dinner in his honor Monday night. Top photo shows a diner's eye view of the massive four-section dais which seated 100 of the industry's most prominent persons. Lower left: Spyros P. Skouras, general chairman, pays tribute to Gamble, seated next to him alongside Henry Morgenthau, Jr. Lower right: George J. Schaefer, WAC chairman, presents a massive silver cigar humidor to Gamble as a token of industry appreciation while George Murphy, master of ceremonies, looks on.

The film industry paid high compliment to one of its own representatives and in turn the industry received glowing tribute from notables outside its ranks at a dinner held at the Waldorf Astoria Hotel, New York, on the night of January 7th to honor Ted R. Gamble, Oregon theatreman who has served as the Treasury Department's National War Finance Director for the past four years. There were some 1,200 persons, among them some of the industry's most prominent figures, in the immense ballroom to pay tribute to Gamble.

The initial address, in which Gamble's achievements were lauded, was given by Spyros P. Skouras, general chairman of the dinner. George Murphy, screen star and president of the Screen Actor's Guild, acted as toast master and introduced a distinguished group of speakers who included Lt. Gen. Alexander Vandergrift, Henry Morgenthau, Jr., Gov. Earl Snell of Oregon; Palmer Hoyt, publisher of the Oregonian; Frank W. Tripp, chairman of the Allied Newspaper Council; S. H. Fabian, George J. Schaefer and Francis Harmon.

In addition to serving as a memorable tribute by the industry to one of its own members, the event in a secondary sense was a valedictory for the War Activities Committee, which officially passed from the active scene at the end of 1945.

Farewell Luncheon to Hollander

Twentieth Century-Fox associates of Edward Hollander, former ad sales manager of the company and an employe for the past twelve years, tendered him a farewell luncheon Friday at the Castleholm Restaurant. Over one hundred members of 20th-Fox advertising, publicity and exploitation departments attended. Hollander plans to enter business outside of the industry next week.

Named Singapore Representative

Richard F. O'Connell has been named Paramount's representative in Singapore by George Weltner, president of Paramount International. During the past five years O'Connell has been manager of the company's overseas service department.

New Jersey Allied Adopts Resolution Passed by CIE

A resolution declaring the group's decision to refuse to participate in the meeting called by S. H. Fabian to discuss a form of organization to succeed the WAC theatres division, recently passed by the Conference of Independent Exhibitors at a meeting in Washington, was unanimously adopted this week by Allied Theatre Owners of New Jersey at a meeting held at the organization's headquarters in New York.

Martin Smith, national president of Allied States Association, who was in New York to attend the Ted Gamble dinner, addressed the members on the checking situation and conditions confronting independent theatre owners throughout the country. He also discussed the Government's anti-trust suit against the eight majors.

Fitzgibbons Cites Industry's War Record

Efforts made by the motion picture industry both in Canada and the United States to ease the burden of servicemen, aid in the war bond campaigns and war charity drives, and sacrifices made by the industry in the fight for peace were cited by J. J. Fitzgibbons, president of Famous Players Canadian Corp., in his yearly statement to the public.



J. J. Fitzgibbons

Noting that filmdom's activities had been directed through the Canadian Motion Picture War Service Committee in Canada and through its larger U. S. ally, the War Activities Committee, Fitzgibbons reported that nearly 200 films had been released for war loan campaigns by these organizations and pointed with pride to the Hollywood Victory Caravan which, he said, climaxed a record of which the industry in both countries could well be proud.

Turning to the 16-mm. gift film program for the armed forces, he revealed that the WAC had delivered 43,306 feature and 33,236 shorts prints representing a cash value of $38,500,000. The Hollywood Victory Committee made possible 53,056 free appearances at over 7000 events. Named as outstanding in the events list were 119 overseas tours in which 174 players gave a total of 12,762 days. The Red Cross, he said, had collected more than $22 million through the industry, and added that other grants from filmdom's charity organizations had benefited the fund by $5 million.

New Exhibitor Organization Sets April Date For National Meet, Gamble Heads Committee

A newly proposed national exhibitor unit moved further toward crystalization in New York this week at a meeting of the interim committee appointed by S. H. Fabian to serve with him in formulating plans discussed at a gathering of exhibitors in Washington last December. Following the meeting, Fabian announced that there will be a national convention in St. Louis next April; that the organization will be known tentatively at the Theatre Activities Committee; that Harry C. Arthur, Jr., head of Fanchon & Marco and St. Louis Amusement Co., had been named head of the Convention Arrangements Committee, and that Ted R. Gamble, former National War Finance Director of the Treasury Department and head of a circuit in the Northwest, would serve as chairman of the Organization Committee for the new national exhibitor movement.

Fabian also announced the appointment of Jay Emanuel to head another committee composed of William Crockett, Arthur Mayer, Robert Wilby, Leonard Goldenson and Harry Brandt to draft the proposed constitution and by-laws of the organization to be submitted at the St. Louis meeting.

Local WAC heads in each state are being asked to organize delegations, and each delegation is asked to represent as many exhibitors in each territory as possible. Fabian stressed that organizations cannot and do not belong to the new group; only individual theatre owners are eligible.

Until permanent officers are elected, Fabian will preside as temporary chairman at the convention. Although as many delegations as desire may attend, the number for each state will depend, basically, on the number of exchange centers in that state. Voting power of delegates and delegations will also be considered at the meeting. The organization's goal is a total membership equaling that of the WAC, which had 16,660 pledges from theatres.

Attending the meeting this week besides Fabian were Harry Arthur, Harry Brandt, William F. Crockett, Jay Emanuel, Ted R. Gamble, M. A. Silver, Arthur L. Mayer, Fred Schwartz, Charles Skouras, J. R. Vogel, R. B. Wilby, Max Yellen and Max Cohen.

Knox, Bergman, Garson

Alexander Knox, Ingrid Bergman and Greer Garson were selected by press and radio critics for the top performances of 1945 in Film Daily's Famous Fives of 1945 poll. Knox was cited for his performance in 20th-Fox's "Wilson," while Miss Bergman and Miss Garson tied for stellar honors through their portrayals in David O. Selznick-UA's "Spellbound" and MGM's "Valley of Decision," respectively. Male runners-up were Gregory Peck, Burgess Meredith, Joseph Cotten, James Dunn and Cary Grant, while those behind the Misses Bergman and Garson were Joan Crawford and Bette Davis.

Republic Holds Sales Meets In New York and Chicago

A regional sales meeting at the Blackstone, Chicago, closed a sales gathering of Republic executives who met on a discussion of the company's forthcoming product. James R. Grainger, executive vice-president and general sales manager, conducted the Chicago sessions which were attended by Midwestern District Sales Manager Will Baker; Max Mazur, Chicago; E. H. Brauer, Indianapolis; J. G. Frackman, Milwaukee and William M. Grant, Minneapolis. Grainger flew to the coast following the meeting to confer with Herbert J. Yates, company president.

Earlier in the week, Grainger presided over a two-day meeting at the home office, New York, attended by Edward L. Walton, assistant general sales manager; Walter L. Titus, Jr., in charge of branch operations; Maxwell Gillis, eastern district sales manager; Joseph Engel, Philadelphia; William P. Murphy, New York; Jake Flax, Washington; Arthur Newman, Albany; Leon A. Herman, Buffalo; Jerome Lewis, New Haven and Frank Dervin, Boston.

Crown Joins Goldwyn Productions

Alfred Crown has been engaged by Samuel Goldwyn Productions as a special representative in the foreign market, it has been announced by James A. Mulvey, president. Crown had previously served in a similar capacity for MGM in South America and for Grand National in Europe. Recently discharged from the Army, he was engaged in the organization of Film Classics. His first trip for Goldwyn will probably be to South America.

Claim Trust Charges Collapsed at Trial

(Continued from Page 8)

establishes that RKO has not discriminated in favor of affiliated theatres in selecting the theatres which play its pictures on first run" and that there is no evidence to support the claim that RKO has combined to restrain the freedom of any exhibitor to negotiate for features distributed by other distributors.

Lack of proof of conspiracy or combination to monopolize or restrain trade is also charged in the Warner brief, which claims that the plaintiff's case on conspiracy and combination "rests on baseless inferences and invalid legal speculations."

Business practices of Universal and United Artists are defended in their joint brief as being legal and without violation of the Sherman Act.

Pointing out that the Government has contended that the defendants usually favor and sell affiliated theatres where they are in competition with independents, the Columbia brief declares that the activities of Columbia demonstrate that the company invariably sells to independents in these situations.

Reagan Sets Four Paramount Divisional Sales Meetings

Four divisional sales meetings to discuss current conditions and forthcoming product have been set for January and early February by Charles M. Reagan, Paramount vice-president in charge of sales. The meetings will start January 21 to 23 with the western division in Denver, continue with the central division on January 24 to 25 in Chicago, the eastern division on January 28 to 30 in Washington and the New York and southern division on January 31, February 1 and 2 at the Pierre in New York.

Attending the meetings at the respective divisional centers will be a home office contingent headed by Reagan and including Claude Lee director of public relations; Oscar Morgan, short subjects and newsreel sales head; Curtis Mitchell, national director of advertising and publicity; C. J. Scollard, executive assistant to Reagan; Joseph Walsh, in charge of exchange accounting and Fred Leroy, home office representative.

Divisional managers present will be George A. Smith, western and Lester Coleman, assistant; James J. Donahue, central, and Arthur Dunne, assistant; William Erbb, eastern and H. J. Lorber, assistant; Hugh Owen, New York and southern and Jack Roper, assistant. Branch and district managers will attend from exchanges.

Rites Held for Frank Vreeland

Funeral services for Frank Vreeland, former member of the United Artists publicity department who died last Sunday, were held Wednesday at the Congregational Church, Westport, Conn.

Baremore Announces Resignation

R. W. Baremore has resigned as associate editor of The Independent. Baremore, who is a veteran in the trade paper branch of the industry, will announce his future plans in a short time.

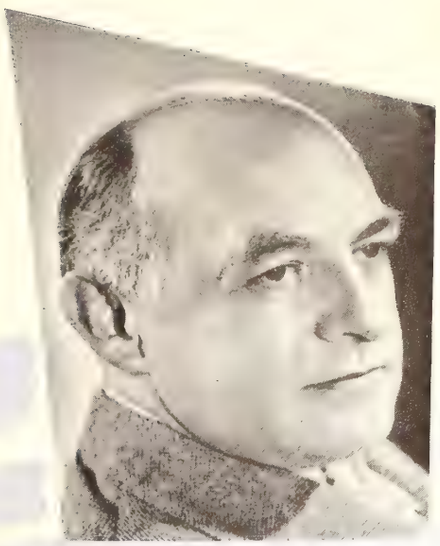
Feminine 'Scalper'

Leaving her seat in a crowded theatre, a University City, Mo., school teacher discovered, upon reaching the lobby, a man's toupee dangling from a button on the front of her coat. The woman unfastened the headpiece, dropped it carefully, then hurried out.

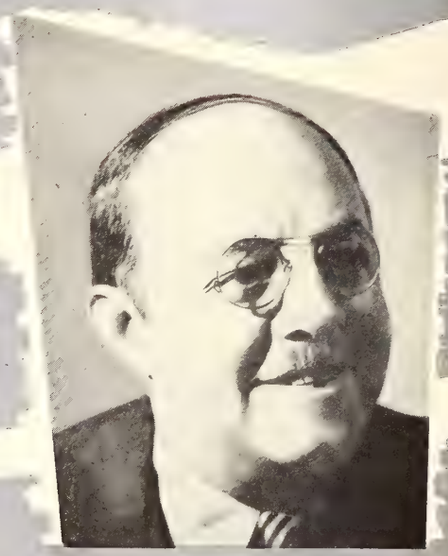


Announcing

COLUMBIA'S SILVER ANNIVERSARY 1946



HARRY COHN
President



JACK COHN
Executive Vice-President

Those of us who have pioneered in the motion picture business have seen a miracle come to pass. We have seen this business, which started so humbly, achieve a position of unique international stature and, more importantly . . . responsibility. Not only has the entertainment level of our pictures risen steadily, but also, we have learned that Americanism and good pictures can be synonymous. Today we stand at the threshold of a new era. The mighty economic and industrial forces of our nation are being mobilized to insure an era of unprecedented prosperity and lasting peace. The motion picture industry will make important contributions to this effort. I am proud of the role which Columbia Pictures has been privileged to play in our industry during the past twenty-five years; and it is with a keen awareness of our responsibilities as motion picture producers and citizens that we in Columbia embark on our plans for the future.

Harry Cohn

PRESIDENT

Distinguished Pictures

in the years in which they were released

1921

BLOOD SHIP

SUBMARINE

DIRIGIBLE

THE CRIMINAL CODE

IT HAPPENED ONE NIGHT

ONE NIGHT OF LOVE

MR. DEEDS GOES TO TOWN

THEODORA GOES WILD

LOST HORIZON

THE AWFUL TRUTH

YOU CAN'T TAKE IT WITH YOU

MR. SMITH GOES TO WASHINGTON

HIS GIRL FRIDAY

HERE COMES MR. JORDAN

THE MORE THE MERRIER

COVER GIRL

A SONG TO REMEMBER

KISS AND TELL

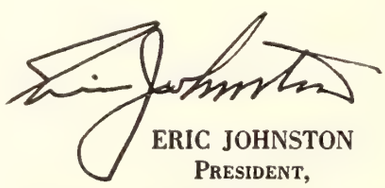
The Silver Anniversary of a motion picture company, which has grown steadily from its inception through 25 years, reflects a real accomplishment.

As a newcomer to the industry, I marvel at the talent and ingenuity of the individuals who made the American motion picture what it is today. They did something more than build a business; they combined an art and an industry into a universal medium of entertainment which has brought untold joy and happiness to the earth's humble people.

The motion picture has found its voice, clothed itself in color, and has become a chief provider of information, entertainment and inspiration for millions who crowd the great houses that it has built. To this progress, Columbia has made worthy contributions.

The horizons of tomorrow for the motion picture industry are far wider than the horizons of today. They are wider because of the vision and the enterprise of the men who built so well during the past quarter of a century.

On those future pages of motion picture history may Columbia's achievements continue to be many and its record of service be ever bright.



ERIC JOHNSTON
PRESIDENT,
MOTION PICTURE ASSOCIATION OF AMERICA

PRINTED IN U.S.A.

20th-Fox International Opens Training School

Organized to train young men in all phases of the corporation's foreign operations prior to assigning them to posts abroad, a Student's Training School was opened this week by 20th Century-Fox International Corporation as one of the major phases of the company's postwar plans instituted by Spyros Skouras, head of 20th-Fox's worldwide organization. Leslie Whelan, foreign director of advertising and publicity, will act as coordinating director of training.



Murray Silverstone

In announcing the new school, Murray Silverstone, president of 20th-Fox International, pointed out that long before the war ended, Skouras foresaw the need for drawing up plans to develop new manpower for responsible positions abroad. Accordingly preliminary activities for the project began several months ago.

Eighteen servicemen comprised the school's opening-day students. Their 12-month training will encompass the entire field of motion picture selling, merchandising and theatre operations, with special emphasis on methods that obtain in the various world markets. Following this period, each student will be assigned to specific tasks at the home office under a rotating system which will familiarize him with actual operations in all departments, including administration, publicity and advertising, sales control, service, prints and foreign versions.

Kupper Reveals Six Changes in 20th-Fox Exchange Personnel

Six exchange personnel changes were announced this week by William J. Kupper, 20th-Fox general sales manager. Bryan D. Stoner was promoted to district manager under Herman Wobber, western sales manager, with headquarters in San Francisco. Harold L. Beecroft, formerly manager of the Milwaukee exchange, has been appointed manager of the Dallas exchange.

Vincent J. Dugan, former Salt Lake City salesman, has been promoted to the management of the Denver exchange replacing Arthur Abeles, resigned and J. M. Podoloff, manager of the Minneapolis exchange before entering the U. S. Navy, and recently discharged, has been made San Francisco exchange manager.

James M. Connolly has been appointed manager of the Boston exchange, succeeding M. N. Grassgreen who has been transferred to the home office sales department for special assignment. Joe R. Neger, formerly sales and office manager of the Indianapolis exchange, has been appointed manager of the Milwaukee branch, replacing H. L. Beecroft who was recently named manager of the Dallas exchange.

9 New England Houses to Hold 'My Reputation' Premieres Jan. 16

Warners' "My Reputation" will have its world premiere January 16 in nine New England theatres simultaneously.

Houses are the Warner, Worcester; Capitol, Springfield; Roger Sherman, New Haven; Strand, Hartford; Warner and Merritt, Bridgeport; Palace, South Norwalk; Palace, Norwich, and Strand, Albany.

The Broadway opening is scheduled for January 25 at the New York Strand.

20th Sets 5 for February

"Colonel Effingham's Raid," "Shock," "Behind Green Lights" and two re-releases, "Jesse James" and "The Return of Frank James" have been set by 20th Century-Fox for release during February.

Censor Lauds 'Weekend'

Despite the fact that he censored two lines from "The Lost Weekend," Dr. Clyde Hissong, chief film censor of Ohio, declared that the film was the best picture of 1945 and that although he had seen it four times, he planned to see it again. Paramount and Dr. Hissong carried on quite a battle last month over the deleted lines, but the censor remained adamant and the company finally dropped the fight.

Benjamin Named Head Of Rank Affiliate

Eagle Lion Films, Inc., the American company of the J. Arthur Rank group, had its named changed last week to The J. Arthur Rank Organization, Inc., in order to make the name of Eagle Lion available to the Robert J. Young interests of Pathe Industries, Inc., which recently entered a new world-wide reciprocal film distribution agreement with the Rank group.

Robert S. Benjamin, New York attorney, has been elected president of the J. Arthur Rank Organization, Inc., with Rank retaining his board chairmanship. Benjamin will act as vice-chairman in Rank's absence. Other officers are Harold Auten, executive vice-president; J. B. L. Lawrence, vice-president and Ralph R. Reynolds, secretary. Reginald Allen was recently announced as Hollywood representative.

The J. Arthur Rank Organization, Inc., will act as the coordinating and liaison office in the United States for the Rank group film interests.

Industry Problems on Agenda at Ohio ITO Meet January 22-23

Industry problems, including film rentals, manpower situation in theatres, use of local checkers, 15-mm. competition, audience collections and repeal of the state admissions tax, will be given a thorough airing at the 12th annual state convention of the Independent Theatre Owners of Ohio, to be held January 22-23 at the Neil House, Columbus.

Preceded by a Board of Directors dinner meeting January 21, the convention will begin Tuesday with registration of delegates. First business session will be held at 1 p.m. Tuesday in the junior ballroom. President Martin G. Smith will open it, followed by committee reports, talks on industry matters and introduction of visiting guests. The second business session will begin at 1 p.m. Wednesday in the junior ballroom, with election of officers scheduled for the concluding session. It is expected that Governor Frank J. Lausche will be principal speaker at the banquet.

Former Employes Now Members of Cosmo-Sileo Photography Firm

Formation of a partnership with two of his employes was announced this week by Jimmy Sileo, founder of Cosmo-Sileo, photographers to the industry and chief photographers of Radio City Music Hall. The new members are Henry Rapisarda, who has been with Sileo 15 years, and Ben Mancuso, a 12-year employe up to the time he joined the Navy. Mancuso was recently discharged from the Navy after having recived many decorations and distinguishing himself as Chief Photographer's Mate in the South Pacific.

In announcing the partnership, Sileo also revealed that the studio will be expanded and enlarged to accommodate additional advertising photography, as well as publicity work.

WB Stockholders Meet Feb. 19

Annual meeting of Warner Bros. stockholders will be held February 19 in Wilmington, Del.

British Studios Set Production Record

The British film studios are currently in work on the greatest number of films ever undertaken by England, nearly all of which are spectacle pictures. The J. Arthur Rank group alone has 22 films in production, cutting, or ready to start work within the next week or so.

Just now going into release in England are "Caesar and Cleopatra," "Brief Encounter," "The Wicked Lady," "The Rake's Progress" and "Pink String and Sealing Wax." In the cutting room and ready for showing are "A Matter of Life and Death," "Caravan" and "Beware of Pity."

Currently in production are "London Town," "Great Expectations," "Bedelia," "Hungry Hill" and "The Magic Bow."

Cockerline, Oregon Showman, Dies at 46

Kenneth W. Cockerline, one of Oregon's leading exhibitors, died Friday night January 4 at Good Samaritan Hospital, Portland. He was 46. Cockerline, operator of the Moreland Theatre, recently was re-appointed to the City Motion Picture board. He had owned and operated theatres in Portland for twenty years.

Born in Eugene on January 7th, 1899, Cockerline was a veteran of World War One. He graduated from the University of Oregon where he was a member of Phi Delta Theta. He was a former president of the 65th Artillery Association. Cockerline also was a member of Eugene Lodge Number 11 AF and AM and was a charter member of the Moreland-Sellwood Lions Club. His widow Geneva, a brother, Harold, professor engineering, Oregon State Colege, and a sister, Mrs. Will Barker of Eugene, survive.

MGM Field Auditors and Bookers Conclude Meetings at Hotel Astor

Individual meetings Friday and Saturday were scheduled to follow the conclusion of general meetings of MGM field auditors and master bookers Thursday night at the Hotel Astor. Conducted by Alan F. Cummings, in charge of exchange operations and maintenance, and Charles K. Stern, assistant treasurer, the sessions were attended by James Eastwood, Willard Gillilan, Carl Gentzel, Oliver Broughton, Charles School, John Ash, Charles Bell, Arthur Sklar, Parke Agnew, Arthur Sperling, Ed Urschel and Charles Fogel.

All men were to leave for their newly assigned territories by Sunday night.

Fraser, Reed, Strauss in Publicity Posts at PRC

Appointment of George Fraser to handle newspaper and trade paper writing and planting was announced this week by Arnold Stoltz, PRC director of advertising and publicity. Fraser, an army veteran, has been a publicist with Paramount, 20th Century-Fox and Columbia in New York and RKO Radio in Hollywood.

Other appointments by Stoltz include Dena Reed as New York fan magazine contact and John Strauss, formerly with Warners, as assistant to Robert Goodfried in Hollywood.

West Joins Monogram

George B. West, veteran of more than a quarter century in the industry, has been appointed liaison representative between Monogram's franchise holders and the home office, it has been announced by Steve Broidy, president.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

Radio—It's Big, Learn How To Use It

By Jack Jackson

Theatremen have a new, very potent force with which to influence public opinion in the radio station that is nearby their own showhouse. The rich and tremendous force for winning friends and influencing people in behalf of the enjoyment to be had at movies is the receiver over which people in their own homes receive radio programs. The value of this new medium to the picture theatre showman is the subject of the article which is presented here as a feature in an exclusive series offered by SHOWMEN'S TRADE REVIEW.

"There are ten firms in the United States spending in excess of $10,000,000 each for radio advertising every year."

That statement, made by Conrad Brady, radio executive of Interstate Theatres, at the recent meeting of that company's city managers, was as astounding to me—and darn near as paralyzing—as Joe Louis' slap on the kidneys was to Max Schmeling back in '38. Brady followed it up with so many punch-packed arguments that I came reeling back to my corner and ever since have been dousing my head in great buckets of facts about this diapered giant of the advertising arena.

A few hours spent browsing through the pages of the Broadcasting Year Book for 1945 lends credulity to the fairy tale about Jack and the Beanstalk. I encountered so much amazing information to support Brady's contention that radio efficiently handled, could do a master job of loosening the tightest pocketbooks that I hasten to slip you the lowdown on how to get customers via the air lanes. Of course there are a few hazards to be avoided, but careful planning will bypass these and guarantee an exciting, interesting, inexpensive and profitable business maneuver.

To me—and I believe to most of you—radio bears striking resemblance to Topsy of "Uncle Tom's Cabin," who "just grew up." Twenty-three years ago there were only 30 radio stations in the United States. In 1944 there were 943 and it is safe to say that 1945 has seen the field grow to well over a thousand outlets. The amount of money spent by some pretty smart advertising experts is conclusive evidence of the high returns that are possible through this new medium. In 1927 the gross billings were slightly in excess of 4 million dollars and in 1944 the staggering total of 392 million was toted to the cash boxes. I have always figured department stores as having an advertising problem akin to the theatre, in that they, also, considered everybody as a prospect. I was surprised to find that these astute merchandisers devote more than 10 per cent of their appropriation—which includes window displays, newspapers, direct mail, outdoor and inside decorations—to radio. It is also interesting to note that local use of broadcasting has been increasing by leaps and bounds and that the little corner store owners spent 29 per cent more for air time in 1944 than they did in '43. Any unit of public approach that can show such strides in 23 years is deserving of careful consideration in every advertising effort.

Checking a few states shows that there are approximately four home radios to every five families and if you use the standard measure of four members in a family as a yardstick you can quickly figure how many people in your community can be smacked right in the ear with a well placed radio message.

To me it stands to reason that any instrument so potent that clocks are set by it, meals cooked by it, politicians get in or out of office by it, wars are waged by it, and your smoking habits, as well as your habits in keeping "regular" are influenced by it, certainly has great possibilities as a theatre ticket salesman. Even so, that doesn't mean that it's good business to call up the radio station and say: "Charlie, I have $200 to spend. Pick out some spots for me." It would be smarter for you to cultivate Charlie a bit and prevail upon him to set your message at the times of day when you will be reaching the greatest body of listeners. Following are a few facts about the listening habits of the tuner-inners:

A recent survey shows that the peak hours for women listeners are from 10 A.M. to 2 P.M. and from 5 to 6 P.M. Nine out of every ten women turn on the radio at some time during the day up to 6 P.M., and 89 per cent of these women are listening, to either soap operas or news programs. (Ergo, if you want the ladies, get your radio pal Charlie to spot your announcement during the breaks between these programs.)

During the evening hours 96 per cent of radios are in use. 81 per cent keep their sets going for at least an hour, and 21 per cent listen for as long as four hours. You can count on a good available listening audience at any hour of the evening up to 10:30. If you can get mention during a chain break of the big network shows, you are a cinch to reach the great bulk of listeners in your community. If you have a sport picture to sell, change your time so that it will occur before or behind a sportscast. Use good judgment in spending your radio money. You're going to tell me—just as I did Conrad Brady—that the preferred time is already sold. Perhaps you are right, but it will be open sometime and you can keep trying for the best places. If there is no preferred time of spots available save your money, since you will be wasting most of it if you accept off-time (late at night or early in the morning.)

Radio has grown so tremendously and occupies such an important place in public thinking, the home-life of the average American and public buying that the smart showman will start right now to make friends with the local radio man just as he always has done with the newspapermen. None of us—if we amount to anything—ever contented ourselves with anything less than fast friendships with every man around a newspaper who could help in getting us more readers, better position for ads, better type setups, etc., etc. We all see that the newspaper men get annual or trip passes. So, go after the radio gang the same way and get those preferred spots away from the shoe merchant or the carpet cleaner who has been smarter than many of us up to now.

Wake up! Radio is big business. Get a preferred seat right under the gun. Don't

(*Continued on Page 20*)

Set a Schedule

Special duties of janitors and other members of the cleaning staff should be placed on a definite schedule of work to be done on certain days of the week when regular duties have been completed. When the staff is not large enough to have everything done every day scheduling chandelier cleaning, polishing seats and furniture, washing lipstick and marks from rest room walls and other special duties will prevent having such work pile up to the extent that extra help may be required later to put the house back in first class condition.

Great guns!

THE NEW YEAR STARTED WITH A TECHNICOLOR BANG! WARNERS' ADVENTURE SMASH OF SMASHES IS OPENED!



Famous Players Club Honors 23 Employes

Following its inauguration last year on the 25th anniversary of the founding of the company, the 25-Year Club of Famous Players-Canadian Corporation is again honoring members this month in Toronto, Winnipeg and Vancouver for "the service they have given to the public."

In newspaper ads announcing birthday dinner parties to mark their membership in the 25-Year Club, Famous Players points out that "practically all branches of the company are represented in the group of employes who are being honored this month. . .managers, projectionists, cleaners, assistant managers, cashiers, check-room attendants and executives."

Pointing out the 23 employes as having "won many friends among our patrons who, we feel sure, will join us in congratulating them upon the service they have given to the public through Famous Players," the ads identify the "Honored 23" as:

Ivor F. W. Ackery, Orpheum Theatre, Vancouver; Victor Armand, western division office; Christina Aulseybrook, Capitol, Brantford; Frederick P. Broadbent, Capitol, Edmondton; Wallace Brown, Palace, Toronto; Thomas M. Callendar, head office, Toronto; Norman W. Code, Capitol, Winnipeg; William Dineen, Tivoli, Toronto; Harry R. Gordon, Capitol, Regina; Mrs. Florence Ginn, Capitol, Brantford; Stanley R. Grigg, Strand, Hamilton; Walter Hoffmann, Loew's Theatre, Montreal; Thomas W. Johnston, Capitol, Brantford; Richard A. Jones, Dominion, Victoria; Robert E. Knevels, Capitol, Windsor; Mrs. Jessie Latus, Capitol, Calgary; Samuel R. Mantle, Royal, Guelph; Ernest Moule, Capitol, Brantford; Robert G. Pollock, Capitol, Vancouver; Charles L. Querrie, Palace, Toronto; Howard O. Rennebohm, Capitol, Regina; Frederick G. Tickell, Capitol, Fort Williams; Alfred J. Wishart, Capitol, Winnipeg.

Avoid Possibility of Robbery of Theatre

Forewarned is forearmed! This adage is rapidly taking form in precise movements as exhibitors throughout New York City and vicinity aghast at the recent holdup of the Astor Theatre on Broadway and the Victory Theatre on 42nd Street, are taking strong measures to combat such future episodes. Holding less money on hand all through the day at the box-office and the establishing of burglar alarm or buzzer systems are among the first steps. The Brandt circuit has notified its managers not to have more than $50 in the box-office at any one time.

The past few weeks have brought to light various other bold robberies at film theatres in the downtown New York area and on the upper west side; also in Brooklyn and in the Bronx.

The New York Paramount, ever since a robbery years ago, has installed a practically burglar proof-system, with pneumatic tubes transporting the money, as the cashier takes it in, through special tubes to the treasurer's office, where it is placed in a safe.

With theatre robberies mounting on a national scale, managers should use every precaution to prevent them.

Is That Pass Necessary?

Season passes are a necessary evil in some communities. But now, with the approach of the new year, it is advisable for theatre manager to scrutinize very closely his list of names with the idea of revising it carefully. No chance of offending anyone important enough to do any harm should be taken, yet admissions should not be given away when it is not necessary. Consultation of the opposition before taking any steps in this matter might be advisable.

Hometown Movies Getting New Twist

Not exactly new in show business, hometown movies are, nonetheless, getting a new twist in Fox Intermountain theatres in the Montana District, over which Hall Baetz presides. Baetz and his two managers, Charlie Moorehead and Bob Anderson, decided to test Ogden, Utah and Pocatello, Idaho and give hometown movies the real Hollywood touch with screen tests, audience vote and then the final showings of "see yourself on the screen."

Local merchants defray the entire expense because they realize that the publicity accorded them through clever and discreet insertions in the shooting script, is worth more than the cost.

"Screen Test Nights," depending on the town's size, can take two or three days, and the stunt assumes stage show proportions as families and friends turn out to see their favorite talent. The curiosity of the average person to see his image on film is a terrific selling point.

Preparations for Emergency Insurance Urged Against the Loss of Property and Freedom

There are so many emergencies that might arise in any theatre of any type, no matter what precautions have been taken to prevent them, that it well behooves any theatre manager to be prepared to prevent loss of life, property and the inevitably resulting damage suits—and in possible cases—trials for criminal negligence.

When such an emergency comes—whether it be a fire, an explosion, a burst water pipe, a short circuit, or whatever it may be—the theatreman should be prepared to get his patrons out of the theatre without panic and no loss of life or injury. Unless he is ready to meet the authorities of law, and his maker, with the right answer, the theatreman had better get ready immediately.

As an ease to the conscience, a periodic checkup should be made. The following points are worth careful consideration:

Every one on the theatre staff, even the newest employe, should be familiar with the nature and workings of the alarm system of buzzers and flashers that warn of emergency. If there is no such system, then it should be installed as soon as possible.

The condition of batteries, connections, lamps, possible shorts or broken wires of the emergency lighting system should be carefully checked.

The theatreman should be prepared to get up on the stage quickly and calmly to tell his patrons that something is wrong—nothing serious of course—but that he wishes them to leave quietly, just in case something more serious might develop. A rehearsal of the speech that may be necessary some day, with the service staff participating, is insurance toward doing the kind of job that will prevent panic. Such a rehearsal makes possible the knowledge of how to direct patrons to the nearest exits. Each of the service personnel will know his station and his job. Included in the rehearsal should be the inspection of every exit door to see that they are in perfect working order.

Asbestos curtain trials should be held at frequent intervals. It might stick from disuse. The fire hose should be in good working order and racked properly. Staff members should be trained in the use of the extinguishers, and they should know the location of the nearest fire alarm box and how to use it. Someone should be assigned to call the fire department in case of emergency.

The manager whose conscience is clear concerning the foregoing matters will have nothing to worry about. But he who has neglected any single one of them should begin right now to rectify matters. No one knows at what hour of the day or night an emergency may come. It is best to be prepared.

MANAGEMENT OBSERVATIONS

The flagrant violation of law and of his responsibility for the safety of his patrons observed just this week at a prize deluxe theatre operated by a famous chain of theatres in Flatbush, Brooklyn, does the manager of the theatre no credit, to state it mildly, and if permitted to continue may be the cause of loss of life or serious injury to the patrons.

On a sunny Saturday afternoon seven baby carriages, in charge of young mothers placidly sunning their offspring, were observed standing against the theatre's fire emergency exit doors on one side of the theatre and four other carriages blocking exits on the other side. The danger of their positions were not apparent, of course, to the young mothers, but the box-office man of the theatre, not more than 25 feet from the side where the seven carriages stood, could see that the exit was completely blocked. Either he had not been instructed by the theatre manager to keep the exits clear or he was neglecting his own duty, which in any case, should have been investigated by the manager or his assistant.

The manager of this theatre has won several prizes for his ability as a show merchandiser and his theatre is clean with peak crowds well handled. But Heaven alone knows what will aid him if an emergency should occur that would require a fast emptying of his theatre on a crowded Saturday afternoon with the theatre full of children!

Projectionist's Daily Duty

A projectionist should be required to make a daily check of the entire booth apparatus including tubes, sprockets, soundheads, shafts, tension, electrical connections, shoes, guide rollers, etc., to prevent the possibility of shutdowns. Elimination of accumulated dirt and oil will prevent primary causes of distortion in sound reproduction.

Eiliminate Excess Scenery

For the theatre with an unused stage a search might reveal the presence of excess scenery that might be sold or otherwise stored to eliminate its presence as a fire hazard.

UNIVERSAL'S BIG LITTLE SHOW

Here's what the Majestic Theatre, Dallas, thinks of Universal's big little show, "Melody Stampede," the two-reeler that rated a special ad in Dallas.

"Melody Stampede" is the best short in ten years, according to Besa Short, who books them for the Interstate Circuit.

Screen this one and see for yourself.

You will agree with the Majestic Theatre that here's a movie that is better than a stage show.



The Brass Tacks of Efficient Management: Radio—It's Big, Learn How to Use It

(Continued from Page 16)

be content with just knowing the solicitor. Meet and make friends with the station manager, the program arranger, the commentators, the engineers. Each and every one of them can help you at some time or other.

Radio deserves a high position in your advertising budget and in time should be used regularly and consistently. By setting up a plan of regular use of the local station and making friends of the chaps who set the programs, you'll soon have as many of the desired spots for announcing your theatre attractions as you want. Just keep picking up the preferred availabilities as other merchants drop off the station roster. Use the same care in preparing radio copy as you do in the newspaper ads. Dig out the most effective selling messages about your picture, keep your announcements as brief as possible, and hold frequent chats with the announcers to make sure that they give the correct vocal inflections and emphasis. Be sure that every word spoken is delivered with the kind of enthusiasm that is irresistible to the listener. Remember, you can only accomplish this if you are genuine pals with the fellows who actually do the work. The engineer or panel-board operator can ruin the best efforts of an announcer and an announcer can ruin the best efforts of an engineer. Get the whole gang on your team and you'll find priceless tieups and other favors coming your way so fast and often that you'll have trouble handling them all. And, this kind of cooperation is for free.

If you play your cards right there is no reason why you can't get as good, if not better, cooperation from the radio station than you ever did from the newspapers. After all, the newspapers have given theatres quite a little pushing around during the war, and we may find it difficult to again get the boys in line so that they give us an amusement page which carries only amusement ads and news. If they fail us our best alternative most certainly is the radio station, and you'll be playing very smart by having all lines laid—or even having both of them working for you.

Scanning back over this copy I notice that all the attention has been given to spot announcements. Don't, by any means, overlook the possibility of using five, fifteen or even thirty-minute programs if they are within the scope of your budget. The listeners are interested in entertainment and you can do a swell job of whetting their appetite to see your show by giving them an earful of the popular tunes your pictures contain. If possible, arrange a regular weekly period for the presentation. Choose an off-night at the theatre and use either one of the records from the distributor—most pictures have one or more platters available—or get a record of the most popular song from your local dealer. Also, several excellent transcribed shows generally are available at small cost. These transcriptions feature nationally known entertainers with space left for three or four picture plugs.

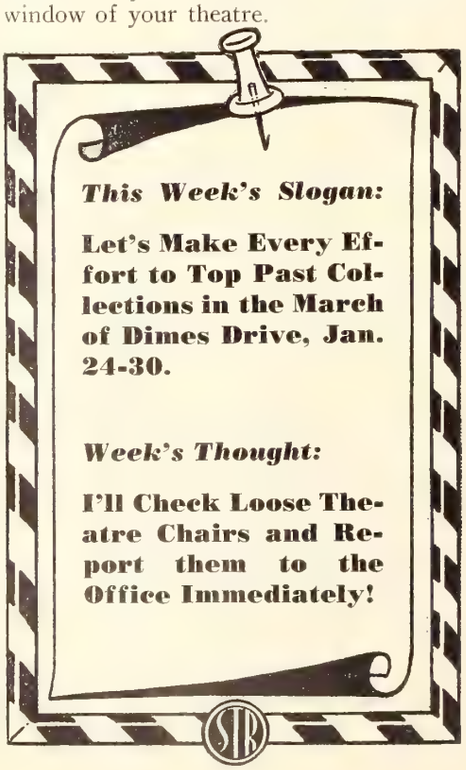
Why not examine that advertising budget today?

See where you can reduce in some of the activities now in practice and get a sizable allowance for radio.

Have a good long chat with the station manager and get his help in planning a regular schedule. Then meet his entire crew and invite them all and their families to your theatre as guests. Give them the attentions and courtesies they deserve. They are among the most valuable contacts you can establish for overall coverage of your patronage pattern.

One closing thought. When the time comes (and it is certain to come) when retrenchment is necessary in advertising expense, don't kick radio around. It is a powerful medium that has become part and parcel of the daily lives of most of your customers and should be treated as such. If you carefully analyze your situation and intelligently plan for the proper and most effective use of radio day to day—not just occasionally—you can depend on it to do a grand job of pulling the people right up to your box-office with their pocketbooks already open.

Don't sell radio short! It's the most potent, indeed, it seems the only sure-fire magnet at your disposal for pulling prospective customers off their comfortable sofas or easy chairs at home to the ticket window of your theatre.



Doctor Advises on Theatreman's Health

We don't want to get too personal or influence any imaginary ills, but how is your health? Perhaps it's good, but a visit to the doctor occasionally won't do any harm and it might do a lot of good. All this is by way of leading up to a discussion we got into not long ago with a highly rated medical friend who, during the course of the evening, remarked that many theatremen he knew (and he is physician to many theatremen), worried that a combination of late hours, midnight snacks, indoor work without exercise and the worries that occasionally beset the best theatre manager might result eventually in a breakdown.

The doctor was philosophical rather than strictly medical in telling about his advice, following examination of these men. He said that, despite the sedentary nature of their work, they really need not concern themselves with the condition of their health provided they exercise common sense in daily habits and follow a few simple rules in safeguarding the well-being of their minds and bodies.

The average manager's hours, the doctor went on to say, permit him to get seven or eight solid sleeping hours each day, even though he works late at night. And midnight snacks, within reason, are not harmful to the man who is used to them, provided he doesn't load up on highly indigestible foods. If he limits himself to foods such as toast and milk, a light sandwich, soup or fruit the perfectly natural hunger of a man who stays up long after his evening meal will, in most cases, be satisfied.

The doctor stressed the fact that everyone needs a certain amount of mild exercise to stimulate the body, aid digestion and other organic functions. He suggested a physical examination first and then participation in the activities of the local Y.M.C.A. or other places where gymnastic routines would permit him to go through a course of calisthenics, play handball or volleyball fairly often. Golf is another form of light exercise recommended. And if none of these are practical, there is always the setting up exercise which can be performed in one's own home, before an open window. Ten or fifteen minutes each day will suffice to make one feel a hundred per cent better both physically and mentally and able to work with greater zest, the doctor said.

For men who think they are susceptible to "colds" the doctor advised avoiding running in and out of air-conditioned theatres, thus subjecting the body to sudden changes of temperature which make it susceptible to possible infection.

The doctor concluded his discussion by stating that the theatreman need not fear that the exigencies of his job is ruining his health. Of course he should see his physician at intervals and undergo regular physical examinations. But if he uses common sense and a few simple rules of health he has, in general, an excellent chance of living to a ripe old age.

Clean Fans Carefully

When cleaning fans of any type in a theatre, particularly the large type ventilating fans and the air ducts connected with them, the cleaning crew should be carefully cautioned to see that no loose dirt remains in the fan housing or ducts that might result in damaged furniture, patrons' clothing, etc., when the fans are again turned on.

Inspect Surroundings

An inspection of the property surrounding a theatre will reveal what ever hazards exist to which the theatre building may be exposed in case of fire in adjacent buildings. A good place from which to make the inspection or survey is from the theatre roof.

"HELP ME FIGHT INFANTILE PARALYSIS!"



Here's how to do it:

1. COLLECTIONS AT EVERY PERFORMANCE

Be sure to show the Greer Garson trailer at every performance and have an adequate number of volunteers on hand so that collections may be taken up speedily.

2. BOOK STRONGEST POSSIBLE ATTRACTION

The bigger your attendance during the March of Dimes week, the greater your collections.

3. HOUSE LIGHTS FULL UP

Experience has proven that collections are larger in fully lighted auditoriums than in darkened ones.

4. USE OPEN COLLECTION CONTAINERS

It is difficult to put folding money in a tiny slot. Most theatres use Quart Ice-Cream containers, wicker baskets or decorated one-roll film cans.

5. OUTSIDE EFFORTS CAN BOOST YOUR COLLECTIONS

The showmanship campaign book is full of practical suggestions on how to get extra dimes donations outside your theatre.

6. NEVER TOO LATE TO HELP!

If you are one of the theatres which has not yet pledged, write today to Nicholas M. Schenck, National Chairman, Motion Pictures' March of Dimes, Suite 188, Hotel Astor, New York City

MOTION PICTURES' **MARCH OF DIMES** JANUARY 24 Thru 30

Theatres Lining Up For 1946 Dimes Drive

URGE BIG SHOW IN DIMES DRIVE

Film Industry Relying On Trailer and Other Success Ideas of Past to Score Again in 1946

For the first time since its inception in 1938, the annual March of Dimes appeal for the National Foundation for Infantile Paralysis will be conducted this year without the presence of the man who founded the organization "to lead, direct and unify the fight against infantile paralysis." But the campaign will be conducted under the sponsorship of President Harry S. Truman—and the drive again will be spearheaded by the motion picture industry.

March of Dimes Week in the nation's theatres begins January 24th and continues through the 30th. Experience gained in numerous drives—not only for the fight against disease but from all the many war-time campaigns—will be utilized in this new round in the continuing battle against polio.



National Chairman Nicholas M. Schenck carries out an assignment given him by President Truman to urge all theatremen again to aid the March of Dimes Drive.



Distributor Chairman Tom Connors has lined up cooperation of all company exchanges to assist in collections for the 1946 appeal.



Publicity Director Ernest Emerling has prepared press book and accessories for use in the organization and execution of campaigns the organization and execution of campaigns.

That showmen are veterans at special appeals is evident in the whole approach to the Dimes campaign, as organized by the executive staff headed by National Chairman Nicholas M. Schenck. Particularly is it evident in the pressbook, which contains nothing except successful activities—stunts that are not typewriter dreams, but which actually have been worked either in 1945 or earlier.

From the mass of experience also comes a check-list for the drive, with the number one point the necessity for lights-up, full-coverage, every-show collections in every auditorium. There's no substitute for this effort, with plenty of pretty collectors to extract the maximum contribution in the minimum length of time.

Stunts Boost Total

The book points out, however, that enthusiastic showmen often can double their dimes collections by lively lobby stunts and by making added efforts away from the theatre itself—on the sidewalk, in stores, in the town square.

The trailer for the 1946 drive again stars Greer Garson. It's her third such contribution. Last year's trailer, called a $5,000,000 subject by the committee, turned out to be a $6,000,000 short, for that's the amount collected in the theatres of the nation. Prints of the trailer (enough for all of the 17,000 theatres in the country) make the most effective appeal in the campaign.

Trailers also are the most expensive, but even with the cost of raw stock, etc., overall expenses of the drive amount to only 1.98 per cent—an amazing figure. Most fund-raising appeals cost from 10 to 25 per cent. Only whole-hearted cooperation and contribution of materials and services within the industry makes it possible to operate such a vast appeal on so small a budget.

Local Appeal Angle

Half of all contributions made remain in the county where they were collected; the other half goes to the work of the National Foundation. The local half provides direct aid to infantile paralysis sufferers—medical and nursing care, hospitalization, physical therapy treatments, orthopedic surgery, if necessary; orthopedic equipment and appliances, and all the other services necessary for the complete care of poliomyelitis patients.

The other half is used by the National Foundation for emergency aid in epidemic areas, for training professional personnel in care and treatment methods, for education and the vital program of scientific research which is the only hope of finally wiping out this dread disease.

The March of Dimes has been called "the greatest voluntary humanitarian movement in history." It had enlisted the personal interest and contributions of a majority of America's adult population. And the participation of the motion picture industry has made this widespread appeal successful.

Familiar Face on Poster

Again this year, as in the past two years, the little girl whose face keys the appeal of posters, displays, lobbies, etc., is the work of Lucile Patterson Marsh, well-known New York artist. Mrs. Marsh has made the covers for many national magazines, has illustrated dozens of children's stories, and drawn hundreds of her "children" for national advertisements.

Her March of Dimes girl is her own contribution to the drive. This year's little girl is the same as the one who appeared last year—but she's a full year older, and she's well!

The drawing also includes a small reproduction of last year's poster, but it's just a picture on the wall of a healthy little girl's room. The child is saying, 'Thanks, Mister, for what you did!" And she speaks for the thousands of children who owe their health—and their very lives—to the contributions made to the March of Dimes.

Many American theatremen know personally little girls and boys who, in real life, have been helped just as the child drawn by Mrs. Marsh. Many have heard their thanks.

And that's another reason why showmen are not giving up this fight, but are staging this year's March of Dimes campaign with all of the enthusiasm—the hard work—and the showmanship of which they are capable!

1945 Record In Brief

Briefly, here is the statistical summary of the 1945 March of Dimes campaign in the nation's theatres, as reported by National Chairman Nicholas M. Schenck:

14,000 theatres participated.

75,000,000 individual contributions were received.

Collections broke all records: $5,978,939.34.

Cost of the campaign: 1.984 per cent.

Of this cost, the 14,000 appeal trailers were the largest item. Beyond them, the cost was only .812 per cent.

The only item missing from the report is the number of lives that were spared, the number of children who were returned to happy childhood through those dimes. But that is an item which needs no statistic. That is the story "between the lines" of this glowing financial report.

Showmanship Will Aid War On Polio

Trailer Assured Big Circulation as Drive Pledges Top 9,000

More than 9,000 theatres have thus far pledged to show the Greer Garson appeal trailer and make audience collections for the 1946 March of Dimes during the week of January 24-30, according to Harry Brandt of the national executive committee.

Lessees of a number of Broadway 'spectacular' signs have agreed to carry 'March of Dimes' slogans and displays starting January 14th. Outstanding among these are the "Wondersign" on the Palace Theatre building and Douglas Leigh's famous animated cartoon sign at 46th Street and Broadway.

Enthusiastic wires and letters are being received from state chairmen and exhibitors who have seen the new Garson trailer, "Keep Them Playing." Consensus is that it tops Miss Garson's three earlier appeal trailers.

I.A.T.S.E. Cooperation

Cooperating with the motion picture campaign for the 1946 March of Dimes, Richard Walsh, international president of the I.A.T.S.E. and a member of the "Dimes" executive committee, has pledged the full support of his organization. In previous years, member locals have waived overtime charges that were caused by the time devoted to the showing of the appeal trailer and the making of audience collections.

Henry Herzig Named Manager of Ansco Binghamton Camera Plant

Henry A. Herzig has been appointed manager of Ansco's Camera Plant in Binghamton, New York, it was announced this week by E. Allan Williford, vice-president of General Aniline & Film Corporation in charge of the Ansco Division.

Herzig's duties will consist of directing production of the division's postwar line of cameras, of which the first 1946 series has already been announced. During the war, he served as manufacturing manager of Sperry Gyroscope Company's Marine Division.

Republic's Altschuler on Tour of South America

Richard W. Altschuler, Republic's foreign sales manager, is en route to Havana on the first leg of a 10-week sales trip through Central and South America. His stopovers will include San Juan, Puerto Rico; Port of Spain, Trinidad; Rio de Janiero, Brazil; Buenos Aires, Argentina; Santiago, Chile; Lima, Peru; Bogota, Colombia; Colon, Panama and Mexico City, Mexico.

During Altschuler's absence, James Vincent O'Gara, assistant foreign manager, will be in charge at the home office.

D. C. 1945 Champ

In the 1945 March of Dimes, highest per seat collection was registered by the District of Columbia, with $2,462 for each of the 51,590 seats in the area.

Next highest was Delaware, with 88.3 for its 25,865 seats, while Washington (83.2) and California (81.9) were close behind.

THE MARCH OF DIMES

When theatremen have been successfully executing campaigns for so worthy a project and converting their campaigns into substantial collections for the drive, then it seems a bit silly to tell those theatremen how to put over a good campaign.

As a matter of fact, they should be telling us! And, thank goodness, many of them do. Which enables us to report on their activities.

Sufficient to say that you all know this is a vitally important drive and it is our honest belief that each and every one of you will do your utmost to equal or exceed previous collections in your theatre.

Our army of theatremen has not been disbanded nor discharged. They are still on the firing line and doing their job for humanity.

Add to your service ribbons one more star for helping to win the battle of infantile paralysis.

—"CHICK" LEWIS.

Dimes Amassed by Theatre Collections Help Pay Nation's Bill for 'Costliest Disease'

The chief reason for appeals to theatremen for their utmost cooperation in the March of Dimes Campaign of 1946 is the knowledge by the heads of all committees that there is every reason to expect far heavier demands for relief to victims of the dread infantile paralysis in the year ahead than in past years. This is based on reports from 24 states of the Union showing an increase in 1945 of polio cases over those reported in 1944.

Two Big Questions

In making its fight on polio, the National Foundation for Infantile Paralysis is constantly faced with these two questions:

1. Can polio be controlled?
2. Can polio be cured?

Aim to Disarm Enemy Disease

While the resources of the Foundation are constantly fighting the enemy when it strikes—through the skills of doctors, nurses, physical therapists and socal workers as well as with the best equipment available—the organization also seeks the way to disarm the enemy so that there may be no future attacks. In doing this work the mountain of dimes which has amassed in motion picture theatres, through the unselfish work of showmen throughout the country, makes possible an expansion of both of these programs.

More Than $6,500,000 Spent

The nation's bill for treatment of infantile paralysis in 1945 will exceed $6,500,000, exclusive of expenditures of individuals, according to a statement by Basil O'Connor, president of the National Foundation.

The Foundation, according to this statement, and its local chapters throughout the nation already have disbursed $6,500,000 in March of Dimes funds, and comparisons of medical costs show that the treatment of poliomyelitis is one of the most expensive in medicine. Hospitalization of a polio patient costs an average of $2,500 a year.

Accounting records of the National Foundation show that treatment of a polio patient requiring an artificial respirator or "iron lung" costs $40 to $52 a day, depending on hospital location and other factors.

Iron Lung Treatment Costly

Iron-lung patients require special nursing attention 24 hours a day. In a metropolitan area, the daily costs would run approximately $15 each for two day nurses, $12 for a night nurse and $10 hospital charge.

Orthopedic surgery, required by many polio patients, is very expensive because the average operation is prolonged and "follow-up" treatment is usually extensive.

Facts Prove Need of Aid

One operation, known as a spinal fissure and employed to counter--act spinal curvature resulting from polio, requires eight weeks of hospitalization before the operation and eight weeks more after it—and costs a total of about $1,620.

"Costs such as these, greatly multiplied when polio epidemics strike," Mr. O'Connor said, "explain why the National Foundation and its chapters have found it necessary to expend millions of dollars this year on care and treatment of patients alone."

Prophecy Out!

That last year's March of Dimes campaign book made an error amounting to $1,000,000 is frankly admitted in this year's book, which notes that last year's Dimes appeal trailer—"The Miracle of Hickory"—was described as a $5,000,000 trailer.

It turned out to be a $6,000,000 trailer instead!

Greer Garson is making the appeal again this year, and after noting that 55,000,000 men, women and children responded to Miss Garson's appeal in 1944, and an estimated 75,000,000 in 1945, the press book editor merely says about 1946:

"You show the trailer . . . pass the basket . . . and Miss Garson will do the rest!"

BOX OFFICE SLANT

Whistle Stop

United Artists Drama 85 Mins.

AUDIENCE SLANT: (Adult) A dramatic story about unrequited love that should please general audiences, especially the women.

BOX-OFFICE SLANT: In houses where the Raft name is a draw, this should be a topper; in others it will make a better-than-average program offering.

Cast: George Raft, Ava Gardner, Victor McLaglen, Tom Conway, Jorja Curtwright, Jane Nigh, Florence Bates, Charles Drake, Charles Judels, Carmel Myers, Jimmy Conlin. **Credits:** Screenplay by Philip Yordan. From the novel by Maritta M. Wolff. Directed by Leonide Moguy. Photography, Russell Metty. Associate Producer, Philip Yordan. Produced by Seymour Nebenzal.

Plot: This is the story of a young girl who is in love with a wastrel. She goes away from him again and again, but is always drawn back by her love for him. When she suspects that he is working hand-in-hand with a bartender friend to dispose of his rival for her hand, she decides to leave him permanently. The rival frames him and then accuses him of robbery, so he runs away; but he comes back to straighten everything out for himself and the girl he loves.

Comment: Adapted from a best-seller of several seasons ago "Whistle Stop" is for the entertainment of the many readers who have an advance knowledge of what to expect in the screen version and for those who enjoy a drama with unrequited love as its main theme. The story centers around the doings of a shiftless young man living in a small American town and, except for his parents and other incidental characters, deals mainly with people who are different than the average small-towner, as most of us know them. Because of the tightness of space in which the action takes place, the film has little movement, (except for one automobile chase) but many may find this lack compensated for by the splendid characterizations turned in by Victor McLaglen, as a wastrel bartender and Raft's crony; Florence Bates as Raft's mother and a new discovery, Jorja Curtwright, as a girl suffering from unrequited love. The other players, starting with George Raft, Ava Gardner, Tom Conway down to Jimmy Conlin as a barker, satisfactorily fill their roles. For the houses that have a Raft following, this can be used as a topper; in others it will make better-than-average supporting fare. Direction by Leonide Moguy is good in that he gets the most out of his players with his understanding handling of the characterizations. Production credit goes to Seymour Nebenzal.

My Reputation

Warner Bros. Drama 94 Mins.

AUDIENCE SLANT: (Family) Deeply moving, emotional aspects will appeal particularly to women, but the sincerity and great skill of Miss Stanwyck's performance will be recognized and appreciated by all types of audiences. Likely to be selected for all lists of great pictures.

BOX-OFFICE SLANT: Should turn out to be one of the top box-office films of this or any season. The star draw with certain word of mouth advertising will be good enough to make the ticket machines ring a merry tune.

Cast: Barbara Stanwyck, George Brent, Warner Anderson, Lucile Watson, John Ridgely, Eve Arden, Robert Shayne, Esther Dale, Jerome Cowan, Scotty Beckett, Bobby Cooper, Leona Maricle, Mary Servoss, Cecil Cunningham, Mancy Evans, Ann Todd, Janis Wilson, Darwood Kaye. **Credits:** Directed by Curtis Bernhardt. Screenplay by Catherine Turney from the novel "Instruct My Sorrows" by Clare Jaynes. Music by Max Steiner. Produced by Henry Blanke. Photography, James Wong Howe.

Plot: Recently widowed Barbara Stanwyck resists the kindly but determined efforts of her widowed mother, Lucile Watson, to make her follow the conventional life of a widow. Barbara determined to live her own life for the sake of her two boys, Scotty Beckett and Bobby Cooper, goes away for a rest and meets George Brent, an army major on leave. Brent presses his attentions on the bewildered but vulnerable Barbara, who then becomes the aggressor. Brent, recognizing the change to be the result of an emotional upset, pursues her along more conventional lines. Vicious gossip brings on a misunderstanding with the two boys who accuse their mother of misconduct and leave home. Following a reconciliation Barabara goes to meet Brent just as he is to leave for embarkation. He promises to return when she assures him that she will be waiting.

Comment: From beginning to end, there is not one single dull moment in this superb film, which probably will be selected for all lists of really great pictures. The direction of Curtis Bernhardt is so beautifully handled that the excellent cast seem to have been lifted above their heretofore demonstrated abilities as players so that all, without exception, seem to be giving the best performances of their careers. Miss Stanwyck, as the bewildered, frightened and grief-stricken young widow has, without any doubt, achieved the heights as a great dramatic actress. And George Brent, as an amiable lone wolf army officer about to go overseas, whose technique changes from straight aggression to one of understanding and tenderness, also is superb. Lucile Watson, Eve Arden and the two youngsters, Scotty Beckett and newcomer Bobby Cooper are also outstanding in supporting roles. "My Reputation" is one of the very few motion pictures that can be placed in the "great" category; if it isn't that good, no other one ever was. It should make a barrel of money for exhibitors and for Warner Bros.

Legion of Decency Ratings

(For Week Ending January 12, 1946)

SUITABLE FOR GENERAL PATRONAGE

Frontier Gunlaw
Northwest Trail

SUITABLE FOR ADULTS ONLY

Because of Him
Shock
Tarzan and the Leopard Woman

OBJECTIONABLE IN PART

Adventure

MARCH of DIMES

January 24-30

Make This Year's Collections the Biggest Ever

Texas Panhandle

Columbia Western 58 Mins.

AUDIENCE SLANT: (Family) Routine western with the excitement and action the fans demand.

BOX-OFFICE SLANT: On a par with other Charles Starrett offerings.

Cast: Charles Starrett, Tex Harding, Walter Taylor, Nanette Parks, Forrest Taylor, George Chesebro, Ted Mapes, Ed M. Howard, Jody Gilbert, William Gould, Jack Kirk, Budd Buster, Hugh Hooker, Carolina Cotton and Spade Cooley. **Credits:** Produced by Colbert Clark. Directed by Ray Nazarro. Original screenplay by Ed Earl Repp. Photography, Paul Borofsky.

Plot: A crooked gang which has gained control of the will which left most of the land in the territory to Nanette Parks is doing its utmost to scare the homesteaders away in order to grab all the land. Starrett, as the Durango Kid and a Federal officer, has been suspended by the secret service because of his strange actions, so he joins the crooked gang to straighten out the mess. In this he succeeds, and then becomes reinstated to his old job.

Comment: With little to distinguish it from any of its predecessors, except that Spade Cooley, the King of Western Swing, replaces the music of Jimmy Wakely or Bob Wills, this latest Charles Starrett "Durango Kid" picture stacks up on a par with the routine western offering for the market. The gun-totin,' rootin,' shootin' action and excitement are there to meet the demands of the trade, who will find the addition of some comedy by Jody Gilbert, an Amazon of a woman. Dub Taylor handles his usual brand of funning and Tex Harding renders one song. Nannette Parks has the feminine lead and George Chesebro and Forrest Taylor are the heavies. Direction is by Ray Nazarro and the production was handled by Colbert Clark.

Because of Him

Universal Comedy With Music 87 Mins.

AUDIENCE SLANT: (Family) Slow-moving comedy with occasionally interspersed delightful musical moments. Fairly entertaining for the whole family.

BOX-OFFICE SLANT: Should do as well as past Deanna Durbin films. The names of Charles Laughton and Franchot Tone should help.

Cast: Deanna Durbin, Franchot Tone, Charles Laughton, Helen Broderick, Stanley Ridges, Donald Meek, Charles Halton, Regina Wallace, Douglas Wood, Lynn Whitney. **Credits:** Screenplay by Edmund Beloin from an original story by Edmund Beloin and Sig Herzig. Directed by Richard Wallace. Associate producer, Howard Christie. Produced by Felix Jackson. Photography, Hal Mohr.

Plot: Deanna Durbin, a stage-struck waitress, obtains a fradulent introduction to Producer Stanley Ridges, apparently with the indorsement of famous actor Charles Laughton. Away on a vacation Laughton knows nothing of the conspiracy but playwright Franchot Tone refuses to have Miss Durbin in his new play even if she is the "hobby" of Laughton. In spite of mixups Laughton befriends Miss Durbin, coaches her as his new leading lady. The play opens, Miss Durbin is a success and Tone and Deanna finally agree, in more ways than one.

Comment: In spite of good production, Miss Durbin's delightful singing, and good acting on the part of the star, Franchot Tone and, of course, Charles Laughton, this picture is slow-moving and apparently written

(Continued on Page 26)

MOTION PICTURE DAILY says:

"Monogram appears to have cornered the market in exploitation pictures. 'ALLOTMENT WIVES' should reap a healthy harvest."

"ALLOTMENT WIVES" · A MONOGRAM PICTURE

Starring **KAY FRANCIS · PAUL KELLY · OTTO KRUGER**

with

GERTRUDE MICHAEL · TEALA LORING · BERNARD NADELL

ANTHONY WARDE · MATTY FAIN

Produced by JEFFREY BERNERD and KAY FRANCIS

Directed by WILLIAM NIGH

Screenplay by Harvey Gates and Sidney Sutherland

Original Story by Sidney Sutherland

BOX-OFFICE SLANTS

Because of Him

(*Continued from Page 24*)

with little inspiration with the result that it provides but few moments of real entertainment. Direction by Richard Wallace is also apparently uninspired, but this too probably can be attributed to the faulty script with which he and the players have been provided. The comedy throughout the action seems forced, lacks the feeling of spontaneity and imparts a mood of restlessness to audiences. Miss Durbin sings Lover, Danny Boy and Tosti's Goodbye beautifully, as highlights of the film. Where her last two films have been successful at the box-office, there is no reason to believe that this one will not achieve equal success. The names of Charles Laughton and Franchot Tone should add marquee appeal in some situations.

Tars and Spars

Columbia **Comedy With Music** **88 Mins.**

AUDIENCE SLANT: (Family) Sprightly, enjoyable entertainment for all members of the family.

BOX-OFFICE SLANT: Should do fairly well on its own and its chances will be increased due to the top-drawer national exploitation campaign now being essayed.

Cast: Janet Blair, Alfred Drake, Marc Platt, Jeff Donnell, Sid Caesar, Ray Walker, James Flavin. Credits: Screenplay by John Jacoby, Sarett Tobias and Decla Dunning from a story by Barry Trivers. Directed by Alfred E. Green. Produced by Milton H. Bren, Lt. Comdr. USCGR, with the cooperation of the United States Coast Guard.

Plot: Sailor Alfred Drake wants to go to sea, but his wishes are frustrated by his superiors who use him as a "guinea pig" for life-saving devices. Spar Janet Blair falls for him and after a series of quarrels and making up Drake finally goes to sea, becomes the real hero Miss Blair had thought him, and all ends well.

Comment: This is a sprightly comedy with music, built around a familiar, but nevertheless entertaining story. Miss Blair looks as beautiful as ever, has improved in acting ability and delivers a pleasing performance throughout. Alfred Drake, singing star of the stage show "Oklahoma," also does well here, delivering several songs nicely and with an ingratiating personality but with a slight tendency to "mug." Jeff Donnell does well in a light comedy role and Sid Caesar is absolutely terriffc as a comedian of the Danny Kaye school of fun. This player is new to the screen and is a definite find. The musical numbers are capably staged. Taken as a whole "Tars and Spars" is nice, light escapist entertainment that should please everyone. Its box-office chances improve every day as the national exploitation stunts now being essayed by Columbia begin to break front pages of the country's newspapers.

Ziegfeld Follies

(Color)

MGM **Musical** **110 Mins.**

AUDIENCE SLANT: (Family) Although presented in revue format, this is superb entertainment for all types of audiences.

BOX-OFFICE SLANT: Should do much better than good. The stars, the color, the exploitation are certain to ring a merry tune on the ticket machines.

Cast: Fred Astaire, Lucille Ball, Lucille Bremer, Fanny Brice, Judy Garland, Kathryn Grayson, Lena Horne, Gene Kelly, James Melton, Victor Moore, Red Skelton, Esther Williams, William Powell, Edward Arnold, Marion Bell, Bunin's Puppets, Cyd Charisse, Hume Cronyn, William Frawley, Robert Lewis, Virginia O'Brien, Keenan Wynn. Credits: Produced by Arthur Freed. Directed by Vincente Minnelli. Dance direction, Robert Alton. Songs by Harry Warren and Arthur Freed; George and Ira Gershwin; Ralph Blane and Hugh Martin; Kay Thompson and Roger Edens. Musical direction, Lennie Hayton. Vocal arrangements, Kay Thompson. Photography, George Folsey and Charles Rosher. Technicolor color director, Natalie Kalmus. Associate, Henri Jaffe.

Plot: The late Florenz Ziegfeld (William Powell) looks down from his Heavenly abode and speculates about what he could do to create another Ziegfeld Follies with the wealth of talent available today and MGM's musical, dancing and comedy stars aid him in his dream.

Comment: There is a rumor about that MGM has invested nearly $4 million in this fantastically lavish production. And upon viewing scene after scene as it unfolds upon the screen one becomes more and more convinced that the rumor is not amiss. It is easy to see that every possible thing has been done to make "Ziegfeld Follies" the most fantastically opulent production ever to reach the screen. It is so beautiful that mere words cannot describe the breath-taking scenes. For entertainment in the purest sense, Arthur Freed and Vincente Minnelli have extended themselves. The stars, too, seem to have outdone all previous efforts to entertain. There is no particularly outstanding music, perhaps, but this seeming shortcoming may easily be overlooked considering the wealth of comedy and dancing of all kinds with which the film has been supplied by the talented brigade of stars, each of whom is superb in his field. The fact that the film comprises a series of disconnected episodes may confuse some and perhaps disappoint others, but even those others should be more than pleased with the variety and excellence of the episodes themselves. MGM and the country's exhibitors should do much better than good with this one, but the temptation to let it ride on the strength of its stars should be eschewed. Exploitation is necessary. With a good campaign, it can't miss.

Abilene Town

United Artists **Western** **89 Mins.**

AUDIENCE SLANT: (Family) Has more than enough of every factor to please the Western fans. And the story and acting are adult enough to also satisfy those whose tastes do not ordinarily run to outdoor film fare.

BOX-OFFICE SLANT: Randolph Scott for the marquees and the excellent national publicity and exploitation campaign for the film now in the process of execution would appear to slant this for good business.

Cast: Randolph Scott, Ann Dvorak, Edgar Buchanan, Rhonda Fleming, Lloyd Bridges, Helen Boice, Howard Freeman, Richard Hale, Jack Lambert, Hank Patterson, Dick Curtis, Earl Schenck, Eddie Waller. Credits: Produced by Jules Levy. Directed by Edwin L. Marin. Associate producer, Herbert J. Biberman. Screenplay by Harold Shumate from the novel, "Trail Town," by Ernest Haycox. Photography, Archie J. Stout.

Plot: The influx of homesteaders to the vicinity of Abilene, where cattle have been driven for years by Texas cattle ranchers, causes fights and murders until it becomes apparent to the cattlemen that the days of the open range have gone forever.

Comment: Randolph Scott as the marshal of Abilene and Ann Dvorak as the dance hall entertainer have their own private battle making up their minds about each other while the main conflict between homesteaders and cattlemen provide the action so dearly loved by Western fans. And action there is a-plenty. Scott is taciturn, occasionally humorous and always the tough, gun-fighting marshal who can see far enough ahead to realize that the days of the open ranges and the wide-open West are on the way out. Miss Dvorak seems miscast, although she struggles heroically to give her portrayal life, and delivers three song numbers pleasantly enough, one of which, Snap Your Fingers, seems destined to be one of the hit tunes of the day. The others, I Love It Out Here in the West and Every Time I Give You My Heart, also have the elements that lead to popularity. Minor roles by Edgar Buchanan as the timid county sheriff and Rhonda Fleming as a merchant's daughter are nicely done. The production values and direction are good. The film is very much better than the average Western in story, acting, direction and production and should do good business, assisted by the excellent national publicity and exploitation campaign now in process.

Wicked Lady

(Previewed in London)

Universal **Costume Drama** **100 Mins.**

AUDIENCE SLANT: (Adult) Robust, lavishly produced period drama of a lady of good breeding who sought adventure.

BOX-OFFICE SLANT: Pleasing escapist fare for romance-in-costume addicts.

Cast: Margaret Lockwood, James Mason, Patricia Roc, Griffith Jones, Michael Rennie and others. Directed by Leslie Arliss. Produced by Maurice Ostrer. A Gainsborough picture.

Plot: Margaret, the beautiful, but unscrupulous lady of the manor, vamps Jones away from her demure cousin, Patricia, and marries him. Soon tiring of him, she takes to gambling for excitement and loses her jewels to a guest. Fascinated by the stories of a highwayman in the district and a secret passage which leads from her room, she plans to disguise herself and rob the guests of her jewels on their way back to London. From this start she becomes more ambitious and the mistress of Mason, a highwayman. Finding that he is being unfaithful to her, she plots his arrest and goes to Tyburn to see him hang. He escapes and follows her to the country where she shoots him. While disguised as the highwayman she is shot by Rennie, Patricia's new fiance whom she is trying to woo.

Comment: Set in the picturesque seventeenth century, this is pleasing escapist fare for audiences who enjoy romantic costume pictures even if the story is somewhat exaggerated. Margaret Lockwood's heroine is completely unscrupulous and pulls no punches; indeed, here is a rival for "Amber." James Mason gives a credible characterization of the gentleman who becomes a highwayman while Patricia Roc is charming as the demure cousin. Leslie Arliss has directed competently and the photography of the countryside, old manor houses and lovely dresses is delightful. Much of the humor is in keeping with the period.

Alexander Reports 35% Screen Adv. Business

Home office executives and about fifty field representatives of Alexander Film Co., discussed the company's postwar expansion program at a three-day convention held last week in Colorado Springs, Colorado. It was reported that the company's screen advertising business showed an increase of about 35 per cent in 1945 over the previous record year's volume in 1944.

Those attending the meeting included: C. C. Alexander, Claude Alexander, A. H. Baebler, Ben Bennett, E. L. Blasingame, Ralph Bonar, Al S. Clements, Lamar C. Cochran, J. A. Cody, E. D. Collins, H. D. Connolly, Harry Cotton, Colin Dexter, Larry Dillon, Harry Green, E. L. Harris, George Hickox, James Hickox, Kenneth M. Holland, C. O. Jeffrey, W. G. Kirkscey, D. B. Kizziah, J. V. Lenon, G. H. Likins, J. A. McInaney, W. P. McIntosh, Jack Otten, Ralph Pryce, E. R. Rushing, Art F. Smith, Col. Lorin Solon, Ralph Strudler, James Thompson, F. A. Vayette, David Willis, Ben Winston, Frank Wolf, Jr., Richard Wupperman.

SELLING THE PICTURE

Herald Space Is Sold By Schine Theatremen

The late lamented profession of selling co-operative ads on heralds, once of paramount importance on practically all showmen's exploitation campaigns, has recently been revived by keen-eyed Schine Circuit theatre operators in an effort to lure extra theatre patronage and cover costs of heralds and printing. Reports emanating from theatres in the circuit prove that this once effective advertising medium is far from being totally dead.

For the showing of 20th-Fox's "House on 92nd Street," Manager Tony Anderson, Pontiac Theatre, Saranac Lake, N. Y., sold the back of his heralds to two merchants for $10 which practically paid for itself.

Fred Lentz, manager of the Ravenna, Ravenna, O., sold the reverse side of his tabloid to a dry cleaning establishment to plug Monogram's "China's Little Devils."

The J. J. Newberry department store purchased a co-op herald for their record branch in a tieup with Manager Melvin Gaitskill of the Paris Theatre, Paris, Ky., on WB's "Rhapsody in Blue."

Manager Bud Sommers, Madison Theatre, Richmond, Ky., also sold a record store on a herald tieup for his showing of 20th-Fox's "Dolly Sisters."

Hitting the target twice, Leon Scott, manager of the Margie Grand Theatre, Harlan, Ky., sold the back of RKO's "Wonder Man" heralds to the Ettens Department store for a Victory bond ad, at the same time pushing his bond drive as well; and for the screening of MGM's "Weekend at the Waldorf" the store purchased heralds for the same type of advertising.

20th-Fox's "House on 92nd Street" was sold effectively on the reverse of a herald by Frank Walker, assistant to Charlie Howard at the Avalon Theatre, Easton, Md. The co-op ad publicized the new household machinery to be available soon.

Selling a cooperative herald to a tire-recapping firm, Manager Arnold Feldman, Manring Theatre, Middlesboro, Ky., plugged MGM's "Her Highness and the Bell-boy" successfully.

20th-Fox's "Dolly Sisters" received a royal lay-out in the ad suggested by Manager George Cameron of the Norwalk Theatre, Norwalk, Ohio, in a tieup with a local furniture dealer.

The aforementioned campaigns consistently prove that there is still a lot of life in the herald. Besides being one of the most effective ways of reaching rural patrons, this economical selling feature will aid immensely in attracting patronage—a fact attested to by men who know because they have tried it.

'Abilene Day' Declared in Abilene For Premiere of 'Abilene Town'

Mayor Homer F. Strowig and the City Council of Abilene, Kansas, have passed a resolution declaring January 14 as "Abilene Day" in honor of the world premiere of the Jules Levey film at the Plaza Theatre in that city. Schools will be closed and civic functions will center around the premiere of the United Artists picture.

Among those attending the opening will be Levey and the three stars of the film, Randolph Scott, Ann Dvorak and Rhonda Fleming. Wolfe Kaufman and Bob Cooper, assistant to Levey, are now in Abilene handling arrangements for the premiere.

Personal Endorsement

Utilizing the fact that he had been associated with motion pictures for 15 years, S. L. Sorkin, manager of RKO Keith's, Washington, D. C., plugged his showing of "The Bells of St. Mary's" by using a personal recommendation. Newspaper ads quoted him as saying: "This is the first time in 15 years that I am publicly expressing endorsement for a motion picture. 'The Bells of St. Mary's' is so blended with a cast of important stars, a warm human story and perfect direction, that it deserves my unlimited praise; my wholehearted recommendation. I know you will treasure the joy you will get from seeing this picture."

'Saratoga' Book-Film Poster Available for Window Displays

A special book-film poster on "Saratoga Trunk" for display by book stores, dealers, libraries and the educational field in general has been put out by Warner Bros. as part of a nationwide tieup with Grosset & Dunlap, publishers.

Before being made into a film, the Edna Ferber novel was a national best-seller, and the publishers report a strong revival of demand for the book in the east since the picture opened its pre-release engagement at the Hollywood Theatre, New York.

Fabian's Jitterbug Contest

A novel jitterbug contest was arranged last week by Lou Goldberg, general manager of Fabian's Staten Island Theatres and George Kemp, manager of the Paramount. The contest, held on the stage of the Paramount, provided a "battle of the boroughs," with Brooklyn's best three jitterbugs competing against Staten Island's top dancers. Prizes, promoted from local merchants were awarded the winners.

Short Action Trailer Instituted by MGM

Furthering a program to aid small town exhibitors, MGM has instituted the short action trailer designed particularly for multiple-change houses. The new type trailer, produced under the supervision of Howard Dietz, vice-president and director of advertising, publicity and exploitation, and Frank Whitbeck, at the studio, resulted from numerous suggestions by exhibitors for a brief, action-packed announcement giving the highlights of the picture in the shortest possible footage.



Howard Dietz

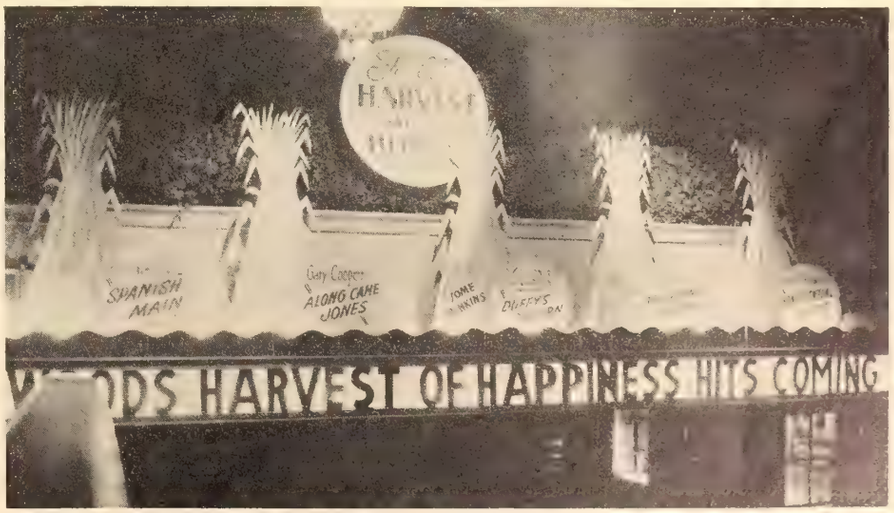
The short trailer is another arm in a growing list of innovations MGM is instituting to aid the small theatre operator. The first two trailers on "They Were Expendable" and "A Sailor Takes a Wife" supplement the regular trailers, as will also the new short trailers on subsequent pictures.

MGM recently adopted a policy of getting out special action press books to supplement the regular-sized press book. The idea has already met with wide success, according to letters received by the company's branches and home office.

Rosellen Callahan Added to United Artists Publicity Staff

Rosellen Callahan, former news editor and feature writer for NEA, has been appointed to the United Artists publicity staff by Paul N. Lazarus, Jr., advertising and publicity director.

Miss Callahan will handle national publicity under Tom Waller, publicity manager.



REAPS THE HARVEST. Marlowe M. Connor, manager of the Capitol Theatre, Madison, Wis., attractively and effectively advertises his theatre's coming attractions by grouping the outstanding ones into a "Fall Harvest of Hits" over the entrance doors of the theatre where concentrated lighting brings the simulated corn-stalks and titles before the eyes of his patrons. Title cards may be changed as the various pictures are played, adding to the life of the excellent display.

Wild West Invades Cities to Sell 'San Antonio'

Unusual Festivities Mark Engagements in Cleveland, Los Angeles and New York

Echoes of the wild and wooly west! Shades of hard riding cowboys prancing about on handsome sturdy animals! Yes, pardner, the atmosphere of the rootin' tootin' hinterlands was transferred, spurs, stock and saddle to blase, cosmopolitan New York for Gotham's premiere of Warners' "San Antonio," at the N. Y. Strand Theatre—and old man Knickerbocker's city-slickers went for it in a big way. There is no doubt but that the imaginative drumbeaters from the brothers Warner really outdid themselves, magnificently too, on a national-scale with other openings in Los Angeles and Cleveland, in giving the top-budget western, a rollicking, eye-popping promotion campaign all tied up with fancy ribbons . . . of horsehide.

Launching the initial six-guns in the New York campaign, the premiere, which was wisely timed with the 100th Anniversary of Texas' admission to the Union, was coupled with the initiation of a "Deep in the Heart of San Antonio in New York Association," with membership open to both Lone Star Staters and non-Texans, in an effort to incite fan talk about the film. Membership cards were issued to cowboys and wild west fans throughout the Greater New York area.

Miss San Antonio Selected

The Texas Club of New York injected the essence of glamor into the occasion by cooperating in activities which included the selection of a "Miss San Antonio" from a group of Gotham gals, formerly of that city. The winner, Kyle McDonnell, had her face and figure plastered in all New York tabloids, with stories and photographs nationally syndicated by UP and other news services.

The eye-opener, however, was a western parade, which included buckboards, cowboys, horses and cowgirls like the west has never seen (*see cut.*) Parading down from Central Park, with credit banners streaming from the wagons, on their way to the Strand on opening day, the entourage also paid a call to now ex-Mayor LaGuardia and Mayor Bill O'Dwyer, and presented them with real Texan ten-gallon hats. All of which made for plenty of publicity in plenty of papers.

Winding up the New York campaign, radio took the exploitation initiative. Dave Denny and Denver Darling, popular cowboy radio singers and Peggy Hehman, cowgirl beauty, who took part in the parade, highlighted a 15-minute broadcast publicizing the opening, parade, etc., over station WNEW. Promotional activities were given recognition on the "Gloom Dodgers" program on WHN, local Loew's outlet, and the ceremonies were also discussed on the coast-to-coast ABC network program, "Ladies Be Seated."

Proclaims Theatre Texas Suburb

Three thousand miles away on the west coast, Los Angeles received more than its share of Texas atmosphere with the premiere of the picture at the Hollywood Theatre, to which film luminaries flocked for the occasion of a radio broadcast from the stage. The festivities, said to be one of the most colorful viewed in a long while, were given an unusual distinguished setting by a proclamation from Mayor Gus B. Mauermann of San Antonio, who designated the Hollywood Theatre as a suburb of the Texas city for the event.

The huge audience, bedecked in native Texan dress, received enthusiastically a stage show which was broadcast over KFWB. Program featured the introduction of the Lone Star State's oldest couple, returned Texas servicemen stranded in Los Angeles, and interviews with the stars.

In Cleveland, the opening at the RKO Palace was given a mammoth multiformed campaign, with as well planned a schedule as any picture could possibly receive. Newspaper breaks keynoted the program with practically every Cleveland publication contributing a lion's share. Society, amusement and column editors handed the film huge gobs of space and stories were even planted in sports columns giving the pro and con on the English and Western styles of riding, in which the theme finally led to the way Errol Flynn rides a horse in the film.

An estimated seven radio programs handed the picture a numerous amount of credit a full week in advance of the showing.

Ballyhoo was performed with Barnum-like showmanship with the cooperation of the Metropolitan Horse Association. Features put across in grand style included: riders from local horse academies arriving for the premiere on horseback; having a woman ride horseback into the downtown stores to shop, giving as her excuse, "That's the way we shop in San Antonio!"; having horses with riders dressed in western outfits prance through the shopping districts on opening day, leading a van advertising the picture, and inviting at least 700 members of the Association to attend the opening in riding habits and western costumes to be judged in a costume contest with prizes as an inducement.

Eight leading store windows were employed in tieups, with record shops plugging the hit tune of the film. Five hundred signs were posted on local street car lines.

Co-op trailers were screened at three neighborhood theatres and the Palace ran trailers ten days in advance of opening.



GIT ALONG, LITTLE DOGIE'! That seems to be the sentiment advanced by this group of cowboys and cowgirls who look mighty out of place in this skyscraper setting as they parade down Broadway. The parade was just part of the huge promotional campaign designed by the Warner exploitation staff for the premiere of "San Antonio" at the New York Strand.



WHOA, BOSSY! It wouldn't be nice to kick a pretty milk-maid like the one doing the honors above. This unusual incident attracted huge crowds in front of the New York Strand Theatre where a vigorous campaign was in progress for the opening of Warners' "San Antonio."

Pony Is Given Away in 'San Antonio' Essay Contest

A feature of Warners' "San Antonio" campaign at the Criterion Theatre, Oklahoma City, was an essay contest for newsboys, with a Shetland pony as the first prize.

A special screening of the picture was given for the paper-toters, who were then asked to write a brief essay dealing with San Antonio during the historical period depicted in the picture.

Another promotion in connection with the film's opening was a 'Frontier Party' at a local night club.

Warners Aid Interstate Circuit In Exploiting 'San Antonio'

Warners are supplying all-out aid to the Interstate Circuit in Dallas concurrent with the showing of "San Antonio" in an effort to exploit the film to its fullest possibilities.

Costumes worn by stars Errol Flynn and Alexis Smith have been sent to the circuit's headquarters in Dallas where they will be distributed throughout the state for display in various promotional campaings. Another feature designed to aid the advance campaign is a transcription cut at the studio in which members of the cast convey special greetings to the Texans. Other publicity aids include: telegram from stars to theatre; telephone interviews broadcast from the stage; and trailers and art-kits containing an unusual number of layouts and exploitation pictures to supplement the regular press book offerings.

Foreign Press Plugs 'Bells'

Foreign language newspapers are being widely used by RKO Radio in publicizing "The Bells of St. Mary's." Greek, Spanish, Russian, Czechoslovakian, Ukrainian, Finnish, Lithuanian, Hungarian and Polish publications, all printed in New York, have carried stories and art.

Story Contest Sells 'Pinocchio' in Buffalo

Spot radio announcements, distribution of 5000 heralds and trailer screenings sparked the innovation of a "Tall Story Contest" staged successfully by Earl B. Hubbard, advertising director of the 20th Century Theatre, Buffalo, for the showing of RKO's "Pinocchio."

Local radio station WEBR flashed announcements three weeks in advance of screening notifying children under 15 that they were eligible to enter the contest which consisted of writing a "tall story" in not more than 150 words. Five thousand heralds, plugging the contest, picture and theatre, were distributed throughout local public schools.

Through a 45-minute direct hook-up with the radio station, winners of the contest were presented from the theatre's stage together with local entertainment. Also featured on this special broadcast was a "Quiz Contest," with cash prizes attracting contestants, while Santa Claus distributed 3000 combination whistles and badges to every youngster who attended.

In connection with the contest, the management also arranged to invite various orphan groups as guests of the theatre. Story and pictures of contest winners broke in all Sunday papers and proceedings were acclaimed as a "terrific success."

Cadillac-Borne Boxers Boost 'Great John L'

An attractive Cadillac sports sedan conveying two young men dressed as boxers, provided the basis for an excellent street stunt staged by Manager Edward May on United Artists' "The Great John L" when that picture played at Wometco's Rosetta Theatre, Miami, Fla.

Pulling up at various busy intersections throughout the town, the two men would emerge and, with the use of professional boxing gloves, proceed to engage in a lively pugilistic battle. (No signs as yet.)

In no time, an enthusiastic crowd had gathered and at that point, a third young man stepped out from the automobile, climbed to the roof and unrolled a cloth banner which read: "These Boys Are Only Playing—If You Want To See Real Action—See 'The Great John L', etc., etc."

O'Donnell Cited on Breneman's 'Breakfast in Hollywood' Program

Robert (Bob) O'Donnell, Interstate Circuit executive, was scheduled to be honored on Friday (January 8) by Tom Breneman on the latter's broadcast from Hollywood, for his outstanding record as a humanitarian. O'Donnell's outstanding services to his fellow men were to be cited by Breneman during the first 15 minutes of the broadcast.

Representatives of the trade press, exhibitors and executives of United Artists assembled at the Normandie Theatre in New York for the trade screening of Golden Productions' "Breakfast in Hollywood" were to listen to the program, with the screening set to follow immediately. A luncheon at the 21 Club after the show was also scheduled, with Golden Productions as host.

Burkett Forms 'Sales Advisory' Company to Merchandise Films

Because of his expanding production activities, James S. Burkett, whose film series are now divided among three releasing companies (Charlie Chan—Monogram; Philo Vance—PRC; Tugboat Annie—Republic) has started formation of a "sales advisory" organization to assist in merchandising his pictures.



TARS AND SPARS SPECIAL! Columbia Pictures was quick to capitalize on the nationally publicized human interest story of cab driver Harry Arisohn, who took six servicemen from Los Angeles to New York just for mutually shared expenses so that they could be home for the Christmas holidays. By the expedient of re-naming the taxicab "Tars And Spars Special," and commissioning Arisohn to carry servicemen through a prescribed route back to California, Columbia's figures to get excellent publicity value for its forthcoming musical, "Tars And Spars." Deal was set originally just to carry U. S. Coast Guardsmen on the trip, but due to holiday season when discharges were frozen, other servicemen will be taken along. Radio broadcasts in New York obtained the three men shown here and other broadcasts in Chicago will add two more men to the cargo, with Columbia's field men whooping things up along the route.

Dream of Showmanship When Star Appears Comes True in Houston with 'Body' Visit

Although it is seldom that an "oomphy," glamorous Hollywood star appears at a local theatre in connection with the opening of her latest film, exhibitors can dream, can't they? They can dream of the reams of publicity that materialize with the coming of a movie queen; they can see the magnitude of contests, entered enthusiastically be eager thousands; they can imagine the radio time, given high, wide, handsomely and freely by air executives who also know a good thing when they see it; they can dream of sock ballyhoo, sensational bond drives and fashion shows, in which everyone helps because of the stars personal appearance.

Such a dream became a reality in Houston recently when, in connection with the showing of United Artists' "Getting Gerties Garter" at Loew's State, blonde, buxom Marie (The Body) McDonald made an appearance which immediately prompted the inauguration of a "Marie McDonald Contest" whereby Houston girls whose measurements most closely conformed to those of the shapely star, were awarded prizes ranging from a $500 Victory bond to nylon hose.

Contestants were able to measure themselves for size by comparing their physical talents with those of Miss McDonald, whose cutout was placed in the theatre's lobby. Houston beauty experts, acting as judges in choosing the winning contestants, also selected the star as "America's Most Beautiful Girl," and presented her with a scroll at the Plantation Night Club. Admission to the party was by Victory bond only.

Front-page newspaper stories widely exploited the contest, which aroused feverish interest among the female populace. The Houston Beauty Culturists contacted more than 8000 women by telephone to advise them of the contest and the bond drive held in conjunction with Marie's appearance at the Plantation Club, which was also the locale of a gigantic fashion show sponsored by a leading department store. The star, along with 12 models, sported the latest in women's wearing apparel.

The day before the fashion show, Marie autographed photographs at the department store to spur the sale of bonds. George Allen, chairman of the Harris Company's War Finance Committee, mailed 3000 letters to beauticians in Houston and surrounding areas reminding them of the drive with name credit to Miss McDonald's nomination as America's most beautiful girl.

Choice radio and newspaper publicity broke with the arrival of the star in the Texas city. Three dailies carried front-page stories on the "Body-Beautiful-Contest." Marie appeared on a well-known Hollywood program and again plugged herself and film by singing several "pop" tunes at the Plantation Club.

Ballyhoo appeared in the staging of a novel stunt arranged with the cooperation of the War Finance Committee, which resulted in a two-day blitz of publicity from the sky. A veteran Navy airman, took his four-motor bomber over Houston at an altitude of 3000 feet to exploit the bond and style shows. It was the same plane used to propagandize the Nips during the last days of the war. (Mull over slowly the news breaks on that one.) It was estimated that his broadcasts over the bomber's loudspeaker device reached more than 400,000 Houstanians.

It's over. You can go back to dreaming now

50-Window Idea

How just a small idea can obtain big results was demonstrated recently by J. G. Samartano, manager of Loew's State, Providence, when he obtained space in 50 tobacco shop windows in the city simply by supplying mounted photos of Walter Pidgeon contentedly smoking a pipe. Copy on the card was tied in directly with the showing of the film at the State and with the joys of pipe smoking during a "'Weekend at the Waldorf' or just anytime."

REGIONAL NEWSREEL

CHICAGO

The Beulah Skinner organization has purchased the ground under the Balaban and Katz United Artists Theatre for $1,500,000. Prudential Insurance Company loaned $1 million to the purchasers. B&K will continue the operation of the theatre under a long-term lease.

The Ferguson Realty Trust has sold the Howard Theatre building for $456,000 to the Phillips Syndicate. Balaban and Katz will continue operation of the theatre.

The censor board inspected 424,000 feet of film in December in 88 pictures. Four cuts were made.

The Better Films Council will hold its first meeting of the new year on January 11. Margaret Carter of the Canadian National Film Board will show documentary films. Members voted "Going My Way" the best film of the year with "Thunderhead," "Valley of Decision," "Son of Lassie" and "Keys of the Kingdom" following in that order.

It is reported that the Franciscan Fathers who own the Woods Theatre Building will sell the 10-story structure in the near future. It was purchased in 1942 for $600,000. The Essaness Circuit have a lease on the 1500-seat house.

Marshall Addis has resigned as assistant manager of the Lakeside. Charles Walsh, discharged from the Army, has joined B&K's managerial department at the Lakeside.

Austin Hokin, son of Dave Hokin, president of the Century Steel Company, has purchased the Fox from Gus Stathis. Hokin intends to take over other houses and to build a new Chicago independent circuit.

Arthur Rosenthal, United Artists exchange booker, is the father of a girl.

Betty Pankau, secretary of Sid Rose, United Artists exchange manager, married Tom Dotson this week.

New Years' Eve attendance at loop theatres was capacity for both legitimate and film houses. Legitimate theatres doubled their prices while film theatres went from 95 cents to $1.80 for the Chicago and Oriental which presented stage shows and others to $1.50. Subsequent-run houses charged 85 cents, while some outlying houses with stage shows charged $1.

John and Dave Balaban have returned from their winter vacation trip to the Balaban home at Mercer, Wis. Archie Herzog of the B&K publicity office, has returned from Tuscon, Ariz.

Arthur Stern, son of Emil Stern, Essaness Circuit executive, is the father of a baby boy.

Jack Flynn of MGM, chairman of the Al Smith Fund Drive, reports the Chicago territory over the top.

President Gurley of the Sante Fe Railroad gave his executives a preview of MGM's "Harvey Girls" on January 3.

Bonnie Hunt, daughter of Jack Hunt, managing director of the Oriental has married Walter Kernan and is honeymooning in Florida.

The Kroehler Manufacturing Co., manufacturers and distributors of theatre seats, will open a new office building, adding to the main plant at Naperville, Ill.

Si Greiver will add to his circuit here by the erection of a 600-seat theatre at Fox Lake, Ill., a northside suburb.

Rube Levine, theatre builders and his wife, will leave this month for Havana for a winter vacation.

The B&K Television station will add five hours more to its weekly schedule starting this week.

The Barrett Division of Allied Corporation is sending designs of the new flat roof construction to theatre builders. Radiant Screen has issued a 16-page dealers' circular for screen displays to aid 16-mm. selling.

G .W. Koerner of the Film Delivery Service, said this week that the past month was the toughest in his 20 years in this territory.

Basil O'Connor, president of the National Foundation for Infantile Paralysis, will address the Celestials at a January 15 luncheon at the Congress Hotel.

Lt. Will Galligan, former manager of H. E. Balaban's Commercial Theatre, has been discharged from service and will return to theatre management shortly.

Graham Giles has gone from the USMC to the Commercial Theatre. Dave Badtke, Army dischargee, is now assistant manager of the Esquire.

James Coston, Warner zone manager, has returned from a Hollywood visit.

Otto Kunze has been named film sales manager of Bell and Howell.

Paramount's next release in this vicinity will be "Kitty," which will open at the Chicago early in February. "The Lost Weekend" is another scheduled for early February.

It is planned to restore the famous 50-year-old Auditorium Theatre now being used by the Chicago Service Men's Association. Cost of fixing the theatre for presentation of a modern film program will be about $250,000.

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MILWAUKEE

A meeting in December for the gathering of evidence of rowdyism in theatres was attended by members of the Milwaukee Film Commission, Captain Hubert Dax of the police department and members of Milwaukee's Better Films Council. It was disclosed that Fox-Wisconsin, with 28 theatres in Milwaukee, had had 20,854 seats destroyed by vandals. Authorities have asked the aid and cooperation of theatre managers in cleaning up the situation and have been promised that aid.

The Illinois, Ottawa, Ill., of the Alliance Corp., is about to be remodeled.

Joe Imhof, formerly with RKO, has been appointed branch manager of PRC's Milwaukee exchange.

HARRISBURG

Although December 31 marked the close of the Eighth and final War Loan throughout the nation and the dissolution of the WAC of the motion picture industry, managers will continue to remain active for Uncle Sam. Although they will discontinue high-pressure stunts to sell bonds, they will continue selling E bonds as a convenience to patrons. What will happen to the Bond House, located in front of the old courthouse, remains an unanswered query, as exhibitors and WFC members alike were trying to reach a decision. Some are in favor of dismantling the small building and returning the lumber and materials to the contractors who constructed it gratis, while other officials think it should remain intact and when the courthouse, now up for sale is purchased, let the new owner of the site dispose of it as he will.

The Victory Ball held at the Zembo Mosque attracted more than 5000 dancers, with Benny Goodman and his orchestra playing. Spot dances were held with prize-winners getting autographed Goodman recordings, while a door prize was a combination radio and phonograph. Gerry Wollaston, State manager, promoted the ball.

Zeva "Skee" Yovan, who left his assistant managership of Loew's Regent almost four years ago to join the Navy, is back on the job and the first day he had to pinch-hit for Boss Sam Gilman, when the latter lost his voice through a bronchial infection.

New Year's attractions at downtown movie houses all remained for a second week. They are "Bells of St. Mary's," at the Senate; "San Antonio," at the State; "Stork Club," at the Colonial and "They Were Expendable," at Loew's Regent. The Rio continued its double bill program and brought "Hit the Hay" and "Trail of Kit Carson" last week.

Featuring the run of "They Were Expendable," was the personal appearance of the hero of the W. L. White book, Comdr. John D. Bulkeley, USN. Commander Bulkeley was the guest of Sam Gilman, Loew's manager, at a luncheon, at which these military men were present: Capt. Ralph James, USN; Capt. William Turney, USN; Lieut. L. M. Yunafka, USNR, representing Commodore C. W. Fox, commandant of the Mechanicsburg Naval Supply Depot; Col. Albert H. Stackpole, editor and publisher of the Harrisburg *Telegraph* and veteran of the China Theatre in this war and Col. J. Calvin Frank, recently returned from action in the Pacific. Greeted by Governor Edward Martin, Commander Bulkeley and his wife were presented with the key to the city by Mayor Howard E. Milliken. The visitor was interviewed by the press and in talks with columnists and in his one appearance from Loew's stage, praised the film.

Fifteen-minute interviews each over WHP and WKBO, city radio stations were included in the Naval officer's visit and in addition, he chatted with half a dozen servicemen, also Pacific veterans, in front of the theatre. The officer autographed copies of his book for members of the audience.

BOSTON

Reconversion is away ahead of schedule in Massachusetts with "bottlenecks" fewer than had been anticipated, according to the report of the state committee on postwar adjustment. Theatres of the Massachusetts area have speedily adjusted themselves, according to the statement of the state officials and many returning GIs who held

jobs before the war with the theatres have been restored to their own or better jobs. In about fifty per cent of the cases, the returning veterans have signified their intention of entering other work.

Lou Gordon of the Lockwood-Gordon Circuit spent the weekend touring the circuit of some 30 theatres. He reports business is excellent.

Walter Bell of the Reading and Methuen Theatres, sent out some highly attractive and original New Year cards to his friends of the film district here.

Paul Levi has returned to his duties as publicity director at the Metropolitan Theatre after several weeks spent in New York on the War Bond Drive.

Joe Di Pesa, veteran motion picture publicist with Loew's Theatres, visited briefly in New York the past week.

Domenic Lupo, formerly theatre artist here, now in New York, spent the holiday season with his parents in Waltham.

"Red" King, Keith Memorial publicist, in conjunction with Bob Ungerfeld local Universal publicist, put on a big exploitation campaign for "Scarlet Street," which will open at the Memorial soon.

Lou Smith, , treasurer of Loew's Orpheum, spoke before a big gathering of women at the Statler, resulting in the sale of over $10,000 in bonds.

Edward L. Hyman, Paramount executive, flew in last week for a brief business conference.

Louis Chiaramonte, well known to Boston theatre men as a creator of the unusual in theatre signs, was recently elected vice-president of the Merchandising Display Company.

Walter Bilbo, foreign representative for "Gaslight Follies," has returned from London and Belgium where he spent several weeks working on deals for the showing of the picture.

Among returned veterans is William M. Kumins, former Warner booker, who has already returned to his old spot in the local office.

The girls at UA, MGM, Warners, Columbia, RKO and Universal are banding together to make arrangements to comply with the plea for daytime hospital volunteer help.

Fred Geisler, known to Film Row as an independent projectionist, returned after two and a half years with the Seabees. He will again set up as an equipment repairman and operator of 16-mm. shows.

F. A. Brooks, Cornish, Me., visited the district last week and announced the recent purchase of the Tuscan, Dixfield, Me. Ed Pollard, Mexico, Me., also was on Film Row last week and reports he hopes to have his new Mexico ready for opening late in January.

Plans for a tribute to Philip McKinley of the Stein Film Transportation Company, to honor his 30 years of service, are being made.

More than 75 barkers of the Variety Club held an election meeting at the Hotel Statler and chose the canvassmen who will act as the board for 1946. Chief Barker Ted Flescher carried on the regular business meeting which followed the election.

INDIANAPOLIS

An injunction enjoining Howard Davis of Anderson, Ind., owner of the Better Taste Popcorn Co., from shipping in interstate commerce popcorn treated with mineral oil or any other non-edible oil, was entered December 27 in Federal Court here by Judge Robert Baltzell. Davis does a $250,000 business annually, according to reports. The government had charged that popcorn distributed in interstate commerce by the company was adulterated by treatment with mineral oil and was misbranded. When Judge Baltzell heard testimony in the case early in November, a group of physicians and medical school professors argued the question of whether mineral oil is harmful to the human system when used with popcorn. The government contended that it could have harmful effect. B. Howard Caughran, United States district attorney, said that the popcorn firm has used 21 carloads of mineral oil in two years.

The RCA-Victor Division has announced plans for a one million dollar expansion program with the purchase of two Navy-owned buildings. An additional number of employes will be added immediately ranging from 300 to 500 and a long-range program calls for an increase of 1200.

The Indianapolis City Council failed to support the building of a bowling center, theatre and skating rink, across from the Indiana fairgrounds. The amusement enterprise to cost $500,000, would have been built by William L. McGinley of St. Louis.

Loew's Theatre held its annual Kiddie Christmas Holiday Show on December 29. The program consisted of eight Technicolor cartoons. More than 15,000 children and adults attended the annual affair.

Joe Neger, 20th-Fox office manager, has been named branch manager of the Milwaukee exchange of the company.

Leora Oliver, switch board operator at RKO, succeeds Katherine Doherty, typist, resigned.

George R. Anderson, former assistant shipper at RKO, has received his discharge from the Army and will resume in the same capacity.

Eleanor Borkes, RKO booker, who has been absent on account of sickness, has returned to her desk.

Burdette N. Peterson has been discharged from the Navy. Before entering the Navy, he was employed at National Theatre Supply Co.

William Carter, PRC shipper, suffered a slight stroke on January 3. His condition is somewhat improved.

J. B. Sconce, operator of several theatres in Indiana, is the father of a boy, born December 27 at the Coleman Hospital here.

John Consentino, PRC home office representative, is in the city installing a new accounting system at the local exchange.

William Sherman, manager of Film Classics, visited St. Louis over the weekend.

Joel Golden, Universal salesman, returned from Cleveland, where he visited friends during the holidays.

Guy Craig, Columbia exchange manager and Andy Anderson, Kentucky exhibitor, spent the holidays in Mexico.

Sam Switow, newly elected chief barker of the Variety Club here, had a meeting of the board of directors on January 8.

Charles Hull, formerly head shipper at Universal, has been discharged from the Army and will return to his former position.

Local exchange managers and salesmen attended a March of Dimes meeting held in the 20th-Fox projection room and made plans for the campaign. The meeting was conducted by Kenneth Collins, manager of the Indiana, Circle and Lyric and George Landis of 20th-Fox.

L. J. McGinley will attend the Universal sales meeting in Chicago, January 12.

Maj. William H. Hays, Jr., Sullivan, Ind., has been awarded the Legion of Merit "for exceptionally meritorious conduct in the performance of outstanding services." Maj. Hays, son of the former head of the MPPDA, is on inactive status and was presented with the decoration at Camp Atterbury, Ind., by Brig. Gen. Ernest A. Bixby, Post commanding general.

James and George Heliotes of the Rialto, Ft. Wayne, have left for a month's vacation in Florida.

Sam Abrams has been appointed branch manager for PRC's Indianapolis exchange.

COLUMBUS

A two-alarm fire which raged for more than an hour before being brought under control, caused damage unofficially estimated at $7000 to the New Linden suburban theatre. W. C. Pullin Sr., owner of the 20 year old brick structure, said he believed the fire was caused by defective electrical wiring. Breaking out in the early afternoon when there were no patrons in the theatre since the house is closed during matinees, the blaze was discovered by Pullin when he smelled smoke while working in the office. The curtain was a mass of flames and fell as he looked inside the theatre. The fireproof projection room, housing new equipment, was undamaged. Fire Chief Edward Welch said that although water had soaked seats, the fire actually caused little damage to the interior. Pullin said the theatre will be repaired or rebuilt, his future course being determined by findings of architects. The building was partially covered by insurance.

Violators of no-smoking ordinances in local theatres may be fined up to $200, Captain John Jordan, chief of the Columbus Fire Prevention Bureau, announced in a threat to invoke the full penalty of the law. Capt. Jordan pointed out that Section 1172 of the city code establishes a fine of $100 for lighting a match in a theatre and Section 1173 provides a similar penalty for lighting a cigar or cigarette. He

(*Continued on Page* 32)



UNITED DETROIT MANAGERS HONORED AT HOLIDAY BREAKFAST. A special holiday breakfast honoring managers of United Detroit Theatres for their splendid public service record for 1945 was held in Detroit recently. Figures released by Earle J. Hudson, president, reveal that 20 UDT managers and assistants sold bonds totaling $2,557,975 in 1945. In addition, $48,357.22 was raised for the American Red Cross, $37,689.10 for the March of Dimes, and $20,691.86 for the American Cancer Society by this group during the past year. Seated at the speakers' table in the background are Alice N. Gorham, M. Wampler, R. J. Meurer, Jack R. Keegan, Joe W. Busic, Mr. Hudson, E. J. Welling, Raymond Schosberg of Paramount Theatres Service Corp. N. Y., Loyal Haight and J. Howard Smith.

REGIONAL — *Continued*

said that any person arrested for smoking in a theatre would be charged with both violations. Capt. Jordan said that his inspectors have not reported actual smoking while seated in local theatres, but that some patrons 'light up" while walking through crowded aisles, creating not only a fire hazard but also a panic danger. Several theatres here are cooperating with the fire department by placing no-smoking signs in lobbies and mezzanines.

After several years as manager of the Southern, downtown subsequent-run, John Hardgrove has resigned. It is reported that Mrs. Max Stearn, widow of the late lessee of the theatre, will assume active charge. Hardgrove and his family expect to take a Florida holiday. He will announce future plans following the vacation. Hardgrove formerly was assistant manager of Loew theatres in Columbus and Kansas City.

It is reported that Major Mike Cullen, former Loew's western division manager, who is about to become a civilian after 34 months overseas, may become Cleveland division manager for Loew's. If that should develop, the move would bring Maj. Cullen together again with his old Columbus rival Harry Schreiber, RKO Cleveland district manager. Harry formerly was RKO city manager in Columbus.

Charles "Chuck" Richards, former student assistant at the Ohio, writes from Koigami, Japan, that he's still at his familiar work of making out payrolls, although now he's Cpl. Charles Richards of the Army Engineers. He has no idea when he'll be home.

Eleven-day run of 'The Bells of St. Mary's" set new attendance marks for the Palace.

Myer (Mike) Cohen and Herbert Everschore, charged with exhibiting immoral motion pictures at two High Street penny arcades, were convicted in police court and fined $200 and costs each.

Junior Hostesses of the Variety Club are expected to "man" collection staffs at local theatres for the March of Dimes drive.

MEMPHIS

Employes of the Warner Theatre here, headed by Manager Jim Barnes, Joe Simon, assistant manager and Ed Williamson, branch manager, were hosts January 3 a a farewell luncheon at the Claridge Hotel in honor of Col. Howard Waugh, Warner zone manager, who resigned to go to Mexico City to enter motion picture production. A feature of the luncheon was the presentation of an engraved plaque representing the front of the Warner with the marquee sign featuring the last showing of "Howard Waugh, Greatest Showman on Earth." The plaque was presented to Colonel Waugh in the name of the



Warner employes by Harry Martin, amusement editor of the *Commercial Appeal*. Engraving was by Jim Bancroft, Warner artist in Memphis. Colonel and Mrs. Waugh left the following morning for Mexico City by automobile.

Memphis Film Row was saddened last week by the tragic death of Mrs. Martha Hays Scott, for six years private secretary of James Prichard, branch manager of Universal. Mrs. Scott, 28 and her husband, Henning Scott, were waiting for a bus to go to a New Year's Eve party, when they were struck by an automobile driven by C. S. Morehead of Lucy, Tenn. Scott was injured but is expected to recover. The driver of the automobile was arrested on charges of reckless and drunken driving and next week will come before the grand jury on an accusation of manslaughter. If indicted, he will be tried.

Memphis downtown theatres, which changed their opening dates to Mondays for the Christmas and New Year holidays, are expected to get back to their usual Thursday openings next week.

The Malco Theatre here went "live" for four days with the magician, John Calvert of Hollywood, who soon is to become a director for Columbia. "People Are Funny" with Jack Haley completed the bill, along with the organ interludes by Milt Slosser.

Cecil Vogel, manager of Loew's Palace and Mrs. Vogel, entertained during the holidays with a dance in honor of their daughter.

Elmo Cullins, theatrical bill posting, entertained friends from Film Row at his home the Sunday before New Year's.

Richard (Dick) Owen, southwestern advertising manager for 20th Cetnury-Fox, has traded New Orleans to Jimmie Gillespie of the Atlanta office for Memphis.

T. I. Baskin, for 15 years a 20th Century-Fox salesman covering north Mississippi and west Tennessee out of Memphis, has resigned to enter the photo finishing business. John Carter was promoted to his territory from the booking office. Bonnie McCarley, after four years in service, replaces Carter in booking.

Branch Manager Tom W. Young, Salesmen Nat Wyse, John Carter and Paul Glisson and Booking Manager Leo Wintker, attended the 20th Century-Fox southern division booking and sales conference in New Orleans.

Mrs. Lela Flippin, well known exhibitor of Cardwell, Mo., died on Christmas and was buried the following day at Cardwell.

The Gem Theatre, Rutherford, Tenn., was destroyed by fire on New Year's Eve. The theatre was owned by F. R. Watson.

E. T. Gammell, owner of the Maben, Maben, Miss., said the house will be closed for three or four weeks as a result of a fire which damaged the theatre New Year's Eve.

Elliott Johnson, Malco advertising manager and M. A. Lightman Jr., have started working out advertising campaigns for pictures on a circuit-wide basis, the full campaign for the picture to be handled from the Memphis home office, W. A. Lightman, president of Malco, announced last week.

The Malco interests have decided on a stadium-type theatre for their new house at Overton Park and Cleveland in Memphis and may make the theatre a first run house if product is available. Work on the theatre, a concrete warehouse adjoining and 12 to 14 stores, probably will get underway within 30 days, Lightman said.

CLEVELAND

James C. Petrillo, president of the American Federation of Musicians, last week reversed himself and announced that he had authorized radio station WGAR to resume broadcasting the Columbia School of the Air program through WBOE, which is operated by the Cleveland Board of Education. Prior to Petrillo's previous order, this program was used extensively throughout the Cleveland school system. The program was banned by the ruling of Petrillo that FM stations could not use programs involving instrumental music unless a duplicate set of musicians was employed or the participating musicians received double pay. Protest of the Board of Education was so vehement that Petrillo yielded to its demands for continuance of the program for educational purposes.

The largest theatre deal of recent years was concluded last week when Seymour Amster disposed of all his holdings. He sold his interest in the Fairmount Theatre as well as his interest in the proposed new Kinmoor Theatre and shopping project planned for the Warrensville Center-Kinsman Road district to his partner, Henry Greenberger and to Marvin and Herman Frankel, Cleveland business men, he sold his four theatres in Elyria. The deal includes the Capitol, Lincoln, Rialto and Rivoli theatres. Phil Eisner, who managed the Elyria theatres under the Amster regime will continue in the same capacity for the new owners.

Nat Wolf, Warner zone manager and George W. Erdmann, secretary of the Cleveland Motion Picture Exhibitors Association, have been named chairmen in charge of clothing collection at theatres for the Victory Clothing Drive. Wolf heads the circuit theatre group, while Erdmann heads the independent exhibitors.

Joe Loeffler, Paramount branch manager in



ST. LOUIS VARIETY CLUB IN GIFT OF HARMONICAS. Thirty-six harmonicas for a boys' band were presented by members of the St. Louis Variety Club to Alfred O. Anderson, principal of the school at Bellefontaine Farms, at ceremonies held there recently. In the group above are (l-r) John Soest; James H. Arthur, Chief Barker of Tent No. 4 for 1946; John Townsend; Albert D. Stetson, retiring Chief Barker; Col. Harold Heidahl; Carl Soest and Principal Anderson.

Minneapolis and a former local film man, was in town over New Year's with his wife and two daughters. It was their first visit here in three years.

Harry Goldstein, Paramount district manager and Saul Frifield, branch manager, will be accompanied by Howard Roth, head booker, Rudy Norton, salesman and George Bresler, office manager, when they attend the company division meeting in Chicago, January 24-26. Roth and Norton will attend as newly elected members of the Paramount 100 per cent club.

James E. Scoville of the Scoville, Essnick and Reif Circuit, has gone to Tucson, Arizona, in an effort to be rid of his arthritis.

A. M. Goodman, United Artist city salesman and Mrs. Goodman, are back from a two-week sunning in Florida.

Gertrude Tracy, manager of Loew's Ohio, has left Mount Sinai Hospital where she underwent an operation and is recuperating at the home of a cousin in Fairview Village.

Major Mike Cullen, just back from service in the Army, is here as assistant to Loew Thearte Division Manager Charles Raymond. Before joining the Army, Cullen was in charge of Loew houses in the Columbus, Ohio, area.

Sid Zins, Columbia exploiteer, blew into town over the week-end to plant stories on forthcoming Columbia pictures, notably "She Wouldn't Say Yes" and "Tars and Spars." When last seen, Zins was looking for a coast guardsman who wanted a free ride to the west coast, all expenses paid by Columbia.

John D. Kalafat of Associated Circuit had a happy New Years Day. He spoke to his son, Navy Lt. Jimmy, from Hawaii.

Frank Cost resumed as manager of the Shore Theatre almost as soon as he shed his uniform. Norman Elk, who held the post in Cost's absence, plans a trip to the west coast.

Martin Polster and Bertram Lefkowitch are now exhibitors in their own right. They have purchased the Liberty Theatre, formerly operated jointly by the Associated and Community Circuits. Both are former servicemen. Lefkowitch is the son of Max, head of Community Circuit, and Polster managed the Strand, a Community house before he became a soldier.

The Nat Baraches of National Screen Service, had as their New Year guests, the Bill Shartins of Pittsburgh. Bill is United Artist branch manager there.

Bob Snyder of Film Classics was in Detroit last week to confer with Al Dezel, territorial franchise owner.

ST. LOUIS

The Orpheum and Star, Hannibal, Mo., owned and operated for many years by the Price Amusement Company, headed by H. A. Scheidker, on January passed to the official control of the Frisina Amusement Company with headquarters in Springfield, Ill., operators of the largest circuit of houses in southern Illinois, eastern Missouri and southeastern Iowa. Schiedker, who has managed the Price houses for the past ten years, continues with the Frisina Amusement Company as resident manager in Hannibal. It was also announced that the new owners contemplate extensive improvements to both theatres.

Winnie A. Erwin, 64, who prior to his retirement in 1941 had managed theatres in Du Quoin, Benton and Marion for many years died in Du Quoin December 30. He had been in charge of theatres there for some 14 years prior to his retirement.

The Bond, Greenville, Il.., a unit of the Frisina Amusement Company, has continued to operate without interruption despite the recent fire that did $2.000 damage to the structure. Quick action by Pio Pedrucci, manager, in calling the fire fighters when he entered the house and found smoke pouring from the vicinity of the stage, is credited with preventing greater loss. The theatre was able to open as usual that night.

A reduction of 8.8 per cent in juvenile delinquency in St. Louis during 1945 as compared with 1944, is sharply in contrast to the nationwide postwar upswing in "teen-age crime."

In the audience at Loew's State St. Louis, the night of December 31 to view "Angel of Bataan," was the Army nurse Lt. Baulah M. Greenwalt of St. Louis and Licking, Mo., the "Peggy" of the best-seller, "They Were Expendable." "It's a good story, but it's not me at all," laughed "Peggy" after viewing the screen version of William L. White's book.

Dominic Frisina, head of the Frisina Amusement Company, reached St. Louis January 6 en route home to Springfield, Ill., after spending the Christmas holidays with his daughter, Rose Marie, who is a student at the University of Southern California.

Al Schott, retired veteran business agent of the Musicians' Mutual Benefit Association, who quit after 13 years of work in that post, has opened a joy spot on South Kingshighway Boulevard. He received a wrist watch as a farewell gift from the union membership.

After a five-week, two-night trial of legitimate stage shows, the Garrick is due to revert back to its former policy of motion pictures.

Charles K. Wilson of Memphis, Tenn., who is operating the Hollywood as a news and short subjects house, served as a pilot in the Ferry Command during the war and he didn't see the inside of the house until a few days ago, although he made arrangements to take it over some months ago while in St. Louis en route to Europe. The lease was taken in the name of H. Paul Stroud and Mrs. Phoebe H. Davis, who are managing it for Wilson, who has a theatre chain in the Memphis territory. The local house has 432 seats and is said to be the only newsreel theatre in Missouri.

Maintaining its policy of unusual pictures Ruby S'Renco's Art is currently showing

(*Continued on Page* 34)

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ASTOR PICTURES produced BIG PROFITS for thousands of show-wise exhibitors in 1945 BECAUSE—ASTOR releases are hand picked for their individual Box-Office merit—BECAUSE all new prints are made to assure perfect performance. BECAUSE a complete line of NEW, up-to-the-minute showmanship posters and accessories are supplied on EVERY picture. — BECAUSE new pressbooks loaded with new ads—each slanted for maximum appeal are delivered on EVERY picture—BECAUSE new screen trailers are produced to sell more tickets.

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"SWISS FAMILY ROBINSON"
Thomas Mitchell — Edna Best
Freddie Bartholemew — Terry Kilburn
Tim Holt — Baby Bobby Quillian

•

"SILVER DEVIL"
Adapted from Peter B. Kyne's thrilling Cosmopolitan Magazine story — "Wild Horse"

•

"JIMMY STEPS OUT"
(Formerly "POT OF GOLD")
James Stewart — Paulette Goddard
Charles Winninger — Horace Heidt

•

"ONE ROMANTIC NIGHT"
The life and loves of Schubert
(Formerly "New Wine")
Ilona Massey—Alan Curtis—Billy Gilbert

"BEYOND TOMORROW"
Jean Parker — C. Aubrey Smith
Harry Carey — Charles Winninger
Richard Carlson — Helen Vinson

•

"TOM BROWN'S SCHOOL DAYS"
Sir Cedric Hardwicke — Jimmie Lydon
Freddie Bartholemew — Gale Storm
Billy Halop — Josephine Hutchinson

•

"BIRTH OF A STAR"
The streamlined laugh riot starring
DANNY KAYE

•

"CALDONIA"
Two reels of hit parade featuring
LOUIS JORDAN
and his famous Tympany Five

Coming Soon—

"MELODY FOR THREE" • "LITTLE MEN" • "THEY MEET AGAIN"

★ **ASTOR PICTURES Corp.**

130 WEST 46th STREET • NEW YORK (19), N. Y.

There's an Astor Distributor In Your Territory

REGIONAL — *Continued*

"Battle for Music," a British film featuring the London Philharmonic Orchestra.

A drop of nearly 30 per cent from the wartime peak of employment in the manufacturing industries of Missouri had occurred by last September, the U. S. Department of Labor has reported. In July, 1945, the total employed was 430,500 and in September it had dropped to 306,000. Undoubtedly, there has been a further sharp decline since that time.

The recently elected 1946 officers of the Film Exchange Employes Union, Local F1, representing the front office workers in the various exchanges operated in St. Louis, were installed at a meeting held January 8 in the Steam Fitters Hall. The new officers are: President, Bill Thomas, 20th Century-Fox; Vice-President, Frances Hoffman, Loew's; Financial Secretary, E. Rapp, RKO Radio; Recording Secretary, Ann Kurz, 20th Century-Fox; Corresponding Secretary, Dorothy Ball, Loew's; Treasurer, Margaret Duggan, Monogram; Business Agent, Jimmie Gately, projectionist at the Compton. Members of the Board of Governors are Mary O'Brien, Universal; Frances Murphy, Warners; Catherine Foy, Republic and Fanny Krause, Loew's.

Word comes from Shelbyville, Ky., that the damage caused to the Shelby Theatre and adjoining buildings in the recent fire there, will aggregate $75,000. The theatre was just a year old.

DENVER

Fox Greater Theatres, operating 10 houses in Denxer and a National Theatre subsidiary, has paid $175,000 for four corner lots at 16th and Cleveland, and as soon as materials are available, will build a 2,000 seat $500,000 theatre which, according to Frank H. (Rick) Ricketson, company president, will be a show house for this part of the country. The theatre will embody every new architectural and equipment to contribute to the comfort and convenience of patrons. An elaborate tower will serve as an antenna for television; three-dimension projection will be employed; seats will contain heating and cooling elements and will also contain devices to enable patrons to reach the aisles without disturbing others already seated, and escalators will be provided for the first time in the Denver area to transport patrons to the mezzanine and balcony levels. Mel Glat, construction chief for the company intends going to California to inspect new theatres and study plans so that nothing new may be overlooked in the way of comfort and convenience for patrons.

James Hughes and Kenneth Powell, who operate in Yuma and Wray, Colo., have bought lots in Wray and as soon as materials are available, will build a $50,000 theatre.

Thomas Anglin, 43, secretary-treasurer of the Motion Picture Operators Union, died following a heart attack in his home in Denver. One of the best known operators in the section, he was at the Paramount screening room for years. Surviving are his widow Genevieve and a daughter, Mrs. Mary Frances Kennison. Funeral services and burial were in Denver.

A daughter was born to Mr. and Mrs. B. D. Cockrill at St. Joseph's Hospital, Denver. He is managing director of the Denham.

Arlie Beery, former star football player and public utility representative, has joined W. H. Turpie, district representative of the Manley Lifetime Popcorn Machines, as special representative.

The split bill racket is being worked in Denver, but since all cashiers have been warned to turn all currency over, little loss has resulted, while at the Iisis, cashier Agnes Gualtney caught the trick, rang for manager Virgil Campbell, and the culprit was held for the police.

The Denver Advertising Co. has movtd to larger quarters.



EUROPEAN REPRESENTATIVE. Appointment of Jack William Votion (above) as RKO Radio European representative, with headquarters in London, was announced recently. Votion will act as liaison between RKO's Hollywood studio and its production activities in London and Paris.

George McCormick, owner of theatres in Canon City and Florence, Colo. and Hot Springs, N. M., is out of the Army and taking a vacation.

Harvey L. Boner has bought the Star, Guernsey, Wyo., from T. Tominska and plans to do considerable remodeling and redecorating to the house as soon as possible.

J. V. Dugan, salesmen for 20th Century-Fox in the Salt Lake City area, has been named manager of the Denver exchange to succeed Arthur S. Abeles, who has resigned to go to South America to handle an export business with his son, residing in Denver and handling this end.

Joe Stone, National Theatre Supply salesman, is making a New Mexica trip.

Carlin Smith and N. O. Reed, who own the Wyoma, Glenrock, Wyo. and the Star, Imperial, Neb., have bought the Wyoming, Lusk, Wyo., from G. A. Turner.

The free film "A Square Deal for Every Child," sponsored by the American Legion, is being booked heavily in the Denver area. It is booked through Monogram exchanges.

The Western Amusement Company of Los Angeles has bought lots at Rangely, Colo. and intend building a theatre. This is a new town in a large oil field.

C. G. Turner is making plans to put a 100-seat theatre in Artesia, Colo.

Don Hart, partner in the Hart Theatrical Decorating and Display Co., was married Saturday in Cheyenne, Wyo., to Bernice Hancock.

Bruce Marshall, office manager and booker of the Universal exchange and Zora Seculich, booker in the same exchange, were married December 29. Zora has resigned to give house keeping duties full attention, with the booking job being taken by Herb Cohen.

George Allan Jr., son of the owner of the State, North Platte, Neb., has been given an honorable discharge from the Army.

George Henger of the J. H. Cooper Foundation Theatres, has moved his offices to Denver where he will continue as district manager.

Lt. Roy Anderson, former manager of the Uptown, Pueblo, Colo., has been given a discharge from the Army.

Out-of-town exhibitors seen on the Row included C. L. Canda Jr., Westcliffe, Colo.; John Roberts, Ft. Morgan, Colo.; Fred Lind, Rifle, Colo.; C. G. Diller, Ouray, Colo.; Larry Starsmore, Colorado Springs, Colo.; Walter Joncke, Greeley, Colo.; Delpha S. Moreland, Simla and Kiowa, Colo.; W. H. Deiselkamp and Louis E. Martin, Pagosa Springs, Colo.; Paul Tramp, Trenton, Neb.; Glenn B. Wittstruck, Meeker, Colo.

OMAHA

John D. Redmond, RKO Theatres divisional manager who spent most of his year and a half here house hunting and finally found one, now has been shifted to Minneapolis. The change comes as a result of transfer of his headquarters. Mrs. Redmond and a daughter, Shelia, a student at Duchesne College here, will remain in Omaha until new housing is found in Minneapolis.

Rudy Johnson, electrician at the Paramount Studios, was back in Omaha for a holiday visit.

The Omaha Stagehands Union (IATSE No. 42) recently celebrated its forty-ninth anniversary. The big celebration, of course, will be next December.

William Miskell, Tri-States Theatres district manager and Robert Livingston, Lincoln exhibitor, will be co-chairmen of the drive to raise funds for the Al Smith Memorial Hospital among film members in Nebraska.

Earl Kerr, former Council Bluffs exhibitor, visited in Omaha during the holidays.

Mr. and Mrs. Ernie Meyers celebrated their 25th wedding anniversary during the holidays. Mrs. Meyers, a United Artists inspectress, joined the Omaha exchange 19 years ago.

Carl Reese, United Artists salesman, spent the holidays in Peoria, Ill., visiting his brother.

Jess McBride, Paramount branch manager and Mrs. McBride, are back from a holiday visit with relatives in St. Louis.

Mayer Monsky, Universal district manager from Denver, spent several days here during the holidays.

Inez Miller has joined Universal as an inspectress.

All Paramount salesmen took vacations during the holidays.

Mona Hansen, Universal secretary who recently underwent an operation, is back on the job.

All downtown Omaha theatres held New Year's Eve midnight shows and reported good business.

First stop back in his old home town for Vernon Nelson, former RKO-Brandeis chief of service, was the theatre. He will soon be back at his old job.

TORONTO

With a crime wave at its height in the Dominion, O. J. Silverthorne, director of the Ontario Government's Theatres Inspection Branch, has issued a warning to theatre owners to prohibit the admission of unaccompanied juveniles, under 16 years of age, except before 6 p.m. on Saturdays and holidays. Infractions of the regulation would result in a fine of $20 to $200, he said, adding he had received a number of complaints about the presence of unattended children in theatres.

The Central Film Co-Operative Association has been formed, with headquarters at Toronto under Federal Government charter and with M. Ferris as president, for the distribution of 16-mm. films on a so called non-profit basis. Ferris charged that film rental prices of the exchange companies were excessive and said he counted on 3200 film users in Ontario. He gave no indication of the source of his film product.

Jack Arthur, district manager of Famous Players Canadian Corp., has announced an addition, a third baby boy, named Robert Rupert.

Capt. C. G. Jeffery of the Essex Scottish Regiment, who was an usher at the Capitol, Chatham, has been awarded the Order of the Bronze Lion by the Netherlands Government because of outstanding work in the Holland campaign. Jeffery recently returned to the Famous Players Canadian Corp. at Toronto.

After leaving his Royal Theatre, Long Branch, with the night's receipts, Ben Freedman and his wife were held up by a gunman who had hidden in the back seat of their automobile. Compelled to drive to a remote section of Toronto's outskirts, Freedman was robbed of $170 and diamond jewelry and the robber

drove off with the car, leaving the Freedmans beside the road. The abandoned car was found a short time later. The crime was the latest in a long series of robberies affecting theatres throughout the country, but it was the first time an exhibitor had been held up.

The call has been issued for the annual meeting of the Ontario Council, Independent Exhibitors of Canada, at the King Edward Hotel, January 15, with Ben Freedman of Long Beach presiding at the luncheon and for the business program. The association has a membership of 40 independent theatres in Ontario.

An influenza epidemic in comparatively mild form has been sweeping the Dominion, but no move has been made to close theatres. The reopening of various schools for the winter term was postponed and some hospitals have been closed to visitors as a special precaution.

Bruce McLeod, owner of independent theatres in Kitchener, Strathroy and Glencoe, has been elected a director of the Canada Health and Accident Assurance Corp. of Waterloo, Ont. McLeod is also busy with plans for the construction of a theatre at Elmira, Ont., which has been without a film centre since the introduction of sound.

President Oscar R. Hanson of Monogram Pictures of Canada has announced the resignation of Irving Sourkes as Montreal branch manager and his replacement by Sam Jacobs, transferred from St. John, N. B., where Lewis Michaelson has taken charge.

Haskell M. Masters, general manager of Warner Distributing Co., Toronto, announced the re-appointment of I. "Babe" Coval as branch manager at Montreal, after serving some months as manager at Trinidad, B. W. I. Grattan Kiely, acting manager, has returned to the sales department of the Montreal office.

The Regent Theatre, Oshawa, a Famous Players' unit managed by J. I. Foy, has blossomed forth with an entirely new projection and sound installation after some delays.

Manager Ralph G. Tiede attracted a mob of juveniles to the Community Theatre, Welland, for a cartoon show, when he offered souvenir pencils to the first 300 boys and girls. The gifts were permitted following the cancellation of the Federal wartime order which restricted giveaways.

Glenna, oldest daughter of Glenn Ireton, promotion manager of Canadian Warner Bros., Toronto, is already making her mark in the world of art, having won a scholarship at the Ontario College of Art. She is also pursuing her studies at the Art Museum. The two younger children are becoming known for their musical talent.

Leo M. Devaney, RKO-Radio general manager in Canada, was guest-speaker at the luncheon January 8 of the Famous Players Toronto Managers Association.

With Manager James I. Foy as the producer, the staff of the Regent Theatre, Oshawa, presented their own version of "The Follies" before an audience of relatives and guests following a staff turkey dinner. The show was authored by Mrs. Maude Brayford, assistant manager and 12 members of the staff essayed individual and chorus roles, with George Walsh officiating as master of ceremonies. Costumes were designed by Betty Krantz, cashier, while Mrs. Nan Walsh, ticket-taker, was the chief comedienne.

Larry Graburn, former district manager and for four years with the RCAF, has resigned from Famous Players Canadian Corp. after long service, to accept the appointment of advertising and publicity manager at the head office of Odeon Theatres of Canada. Graburn has moved from Regina, Sask., to Toronto to take over his duties. Tom Bowyers, who has been acting advertising manager, wil devote his whole attention to the organization of Odeon Movie Clubs for young Canadians throughout the circuit.

Officers for 1946 have been elected by the Famous Players Toronto Managers Association and it is noted that half of the new board comprises downtown managers who were admitted to membership only last April, the organization having previously been confined to suburban theatres. Those elected were: President, Maurice Doyle, Runnymede; Vice-President, Tom Daley, Imperial; Secretary, Fred Trebilcock, Shea's; Treasurer, Roy Downey, Beach; Directors, Walter Graydon, Parkdale and Len Bishop, Tivoli. The entire board is new, all former officers having retired.

Floyd Rumford, owner of the Kineto Theatre, Forest, Ont. and secretary of the Motion Picture Theatres Association of Ontario, has retired from the office of mayor of that town, which he held for eight terms.

The annual convention of the Canadian Picture Pioneers, which boasts close to 400 members throughout the Dominion, has finally been fixed for February 1 at the King Edward Hotel, Toronto. It was postponed from last November because of a conflict of dates. A banquet will follow the business session.



SKATING PARTY. The Indianapolis Variety Club, Tent No. 10, held its annual skating party for boys of the Boys Club Association at Rollerland recently. Among those attending the party were (standing, l-r) Sam Switow, local Variety Club president; Russell Brentlinger, vice-president, and William Patterson, manager of Rollerland. Kneeling are Everett B. Kelly, Lauter Club director, and George R. Templin, director of the English Avenue Club.

BUFFALO

Ben Smith, Albany representative for Pam-O, and Mrs. Smith stopped off in Buffalo en route from Toronto, where they spent the holidays.

Sympathy is being extended to Laura Clabeau, 20th Century-Fox, on the passing of her mother.

Eddie Cordet, back from Army overseas duty, resumes as manager of the Mercury Theatre here. Marion Hadlick, who pinch-hit for Eddie, goes back to her former post as head cashier, where she started when the theatre opened in 1938.

Dalton Bergett of the Regent Theatre, Dunkirk, has gone to St. Petersburg, Fla.

A new theatre is planned for Main Street, to be operated by the newly-organized Arts Cinema Corporation of Buffalo, which has obtained a 21-year lease on the space in the Dold Building.

Out-of-town exhibitors seen along Film Row: S. Slotnick and Rube Canter of the Canter & Slotnick Circuit; H. G. Carroll, Strand, Rochester; Jim Ryan, Ithica, Ithaca.

NEW YORK

Herman Becker of the Becker-Rugoff Circuit was aboard the train bound for Florida which was derailed last week in Georgia. After walking a mile from the wreck he found a phone and notified his family that he was unhurt.

William F. Rodgers, MGM vice-president and general sales manager, will return to New York from Miami Beach January 19 and leave in early February for the coast.

Harold Marenstein of the Warner exchange shipping department has resigned to join MGM in the same capacity. Marjorie Goldberger, bookkeeper at the exchange has also resigned.

Eight former Loew employes have returned to the company from service in the past couple of weeks. They are Dr. Leo Handle of Audience Research; Paul Kamber, exploitation; William Wang, publicity; Seymour Mayer, formerly Loew district manager in Brooklyn, now in the International 16-mm. department; Sam Coolick, Ted Arnow and Carl Fishman, publicity and Marvin Stone, advertising.

Ralph Banghart, former RKO Chicago field man, out of service, has taken over the Boston territory replacing Don Prince, who will become a field man for RKO in London.

The Weiss Brothers, former operators of the Grammercy, New York, are now running the Collins-Plaza Hotel in Florida.

Lee Mayer and Irving Rothenberg, Warner New Jersey and Upstate and Long Island salesmen respectively have returned from Florida vacations. Harry Decker, Brooklyn salesman, has returned from a Cleveland vacation.

Eleven former Columbia employes were discharged from service last week. They are Arthur B. Manne, home office; A. B. Zweig, Minneapolis exchange; J. E. Peterson, Salt Lake City exchange; Howard John Taylor, Pittsburgh exchange; Norman Jackter, sales accounting; Beverly Bryant, Kansas City exchange, Albert D. Lewy, home office accounting; Beverly Kessler, Paul Ciraulo, Tony Velez and Manuel Rodriguez, all home office.

Joe Seider, head of the Prudential Circuit, is vacationing at Miami Beach.

Howard Dietz of MGM will go to England in late January for a six-week stay.

Joe Vergesslich, Warner short subject sales supervisor, has been ill at home since Christmas.

Nicholas Schenck, Loew president, is vacationing in Florida.

Frank Stich, formerly with a number of companies in the industry, has been discharged from the Army and is back from London where he was a lieutenant in Intelligence.

Irene Ellsworth, 20, secretary to J. J. Bowen, MGM district manager, and daughter of Bob Ellsworth of the MGM N. Y. exchange, is engaged to Thomas Mason.

Kitty Marino, secretary to Dick Gavin, RKO purchasing agent, married Paul Bernhart during Christmas week.

Joe Callahan and Fred Goldberg, both ex-soldiers, have been added by Paramount to the home office exploitation staff.

Sidney Franklin, owner of the Little, Newark, has returned there after an Atlantic City vacation.

Benjamin Berger, president of the Berger Amusement Co. and W. A. Steffes, operator of the World, are in New York from Minneapolis. Steffes will leave soon for Florida for a vacation and to recuperate from a recent illness.

Mrs. Rutgers Neilsen, wife of the RKO executive, is recovering from pneumonia.

Alec Moss, Paramount exploitation chief, will head the Motion Picture Committee of Boy Scouts for the second year in a row.

John Dacey, veteran RKO exchange salesman, now in his 30th year with the company, was

(*Continued on Page 36*)



New Mirrophonic Sound
JOE HORNSTEIN *has it!*

REGIONAL — *Continued*

out ill all last week.

Fred Hodgson of the Paramount publicity department and Tess Klausner, both returned to work last week after brief illnesses, while Bill Schneider of the advertising department went to bed with the flue.

Brandt Theatres have acquired property at Broadway and 67th Street, New York, and plans to build a 2000-seat film and television theatre. Brandt now operates the Town, Beacon, Yorktown, Midtown, Carlton, Edison and Schuyler in the vicinity. The property was assessed at $300,000.

Recent changes in personnel of the Century Circuit include the switch of Franklin Sheerin, formerly at the Floral to the management of the Lynbrook with Albert Wasserman taking over the Floral. John Hofeditz has been transferred from the Grove to the Fantasy as assistant manager and Arthur McWatters, Long Island relief manager, will be the new assistant at the Grove. Sidney Nelson, former manager of the Lynbrook, will take over McWatters duties as relief manager.

Lou Kalker, for the past decade British and European sales representative for Republic, has been appointed PRC sales representative in the United Kingdom and Europe, it was announced this week by Harry H. Thomas, PRC president.

Lt. Francis Hicks, who lost his right arm in Germany, has returned to his former post of assistant manager of the Ritz, Staten Island.

Manager Irving Schwartz of the Dyckman, New York, celebrated his 10th wedding anniversary Christmas week.

Murray Scharf, manager of the Alpine, Brooklyn, is recuperating at home following an operation at the Midtown Hospital.

Cpl. Harold J. Abrahams, who has been handling special film activities in France and Belgium for the Army's special services, has been discharged and will rejoin Warners' playdate department on January 14.

Mrs. Sylvia Diamond, secretary to Bill Brumberg, manager of the Warner field public relations staff, has left the company to become a mother. Harriet Lasker has succeeded her.

VANCOUVER

Projectionists Local 348 in Vancouver is doing a swell job of helping returning veterans. At present, the union has 16 apprentices taking courses in projection, it being necessary to be in training for two years before taking the provincial examinations. The Government pays the boys $60 monthly if single and $80 if married.

Alfred Shackleford, manager of the Capitol and Roxy, Lethbridge, Alberta, was re-elected mayor again. He has been chief magistrate since 1940. His houses are affiliated with Famous Players.

Pacific Mills Ltd. have awarded contracts for the construction of a new theatre at Ocean Falls, B. C. Theatre will seat 750 and film bookings will be under Tommy Borland, company purchasing agent.

Duncan MacKenzie, Calgary projectionist, was elected president of the Alberta AFL.

The Canadian quota for projection machines and other theatre equipment remains small in comparison to requirements, due to the labor difficulties and material bottlenecks which have hit reconversion in U. S. plants.

Bill Oswald, B. C. veteran showman, and firemarshal for the province, is retiring this year.

Russell McTavish, owner of the Cambie, has given an option to purchase the house to a Montreal exhibitor, moving to the coast. The theatre is a good suburban money-maker.

Bob Lightstone, Paramount Calgary salesman, who was a Vancouver visitor over the Christmas season, is being transferred to the Winnipeg office from Calgary.

The safe of the Metro, New Westminster, was blown New Year's Eve by robbers who obtained $350.

Business picked up over New Year's after a gloomy Christmas week. "Dolly Sisters" at the Capitol and "Stork Club" at the Orpheum were neck and neck for top coin and "Spanish Main's" second week at the Dominion was also good.

On the sick list are the wife and daughter of Bob Murphy, Paramount manager; Mimi Steen of RKO; Mrs. Paul Harmond, wife of the British Columbia circuit operator; Charlie Doctor, manager of the Capitol. The latter is out of the hospital and recuperating at home, but his injured hip will prevent him from theatre activities for several months.

Bill Jones, RKO Vancouver manager and Reggie Dodderich, Calgary manager, are in Seattle attending a Ned. E. Depinet drive meeting, being held by Drive Captain Dave Prince and Harry Gittleson, assistant to the western division manager.

Managers of leading film houses are watching this week's business closely to get a clue as to what to expect in the New Year in the way of patronage, now that the holiday season and the war are over. For two years, theatres in Vancouver and Victoria enjoyed excellent and even record business. Now with thousands released from war plants and shipyards, the situation may be different but there are good prospects for increased activity in many plants here. The building trades are hoping for a boom in housing. Famous Players report 1945 business was 15 per cent over 1944.

Frank Kershaw, president of General Theatre Supply Co. resigned last week to go into business for himself on the coast. He was formerly Famous Players British Columbia district manager before going to Toronto with GTS.

Jack Randall, manager of the Capitol, spotted 5000 cards around hotels and cafes in town asking that people refrain from telling "What 'Mildred Pierce' did." The stunt resulted in smash business.

"Voice of Theatre Speakers"
JOE HORNSTEIN has it!

DALLAS

All United Artists employes are now back at work after two days' absence during a controversy with the local office workers union.

Jack Dailey, formerly Paramount publicist in Dallas, recently discharged from the Army where he served as public relations officer, has been named executive assistant to Guy Eyssell of the Radio City Music Hall. Dailey will take over his new assignment immediately.

Friends of Harry Sachs, booker with Interstate for 20 years who left January 11 to be associated with I. Addelman in theatre enterprises, tendered him a stag dinner Friday night at the Dallas Athletic Club.

Al Irwin, who has been with Interstate Theatres in Houston for the past 20 years, died suddenly of a heart attack. He is survived by his widow. A large contingent from Dallas went to Houston for the funeral services.

Commander Paul Short has returned from the coast. Announcement of his future plans will be made immediately following his official discharge from the Navy.

WASHINGTON

The District of Columbia will inaugurate its drive to raise funds for the battle against infantile paralysis on January 14, including a round of events dedicated to the memory of the late President Franklin D. Roosevelt on his January thirtieth birthday. Commissioner John Russell Young, general chairman of the local committee of the National Foundation for Infantile Paralysis, said that the March of Dimes campaign will be continued until January 31. A banner ball at Uline's Arena, and possibly some dances at local hotels with personal appearances of stage, screen and radio stars, is being considered. The following men, prominent in the civic, social and theatrical life of the District are on Commissioner Young's executive committee: Carter T. Barron, Ray Bell, J. Edward Fontaine, Andrew R. Kelley, Frank La Falce, A. E. Lichtman, Ben McKelway, John J. Payette, Edmund Plohn, Bryson Rash, C. Melvin Sharpe, S. L. Sorkin, Francis L. Timmons.

Jonas Bernheimer, Warner real estate dept., was host at a luncheon in the Neptune Room, where the *piece de resistance* was wild pheasant. Among the lucky Warnerites who attended were Buster Root, booking dept., and Wm. C. Ewing, publicity.

The District's theatres are cooperating 100% in the Victory Clothing Collection Drive. Trailers will be run in all theatres and posters will be displayed to focus attention on the drive.

Now that Bernie Lyons, fiance of Frances Shafer, Warner booking dept. and Lee Suit, fiance of Theodosia Shupe, real estate dept., have been discharged from service, wedding bells will soon be ringing for both couples.

PORTLAND

Interstate Theatres, owners of houses in Medford, Ashland, Grants Pass and Weed, Calif., have announced plans for an 800-seat house in Central Point, Ore.

Mr. and Mrs. Harry Moyer, have announced the opening of their new Sunset Theatre at Sandy, Ore.

The Harris-Voeller Theatre Company is planning a new theatre at Nyassa, Ore.

Edward N. Weinbaum and Kenneth Cockerline, independent theatre owners, have been reappointed to the Portland Municipal Board of Review for three-year terms.

Seattle first runs: "What Next, Corporal Hargrove," Fifth Avenue; "Fallen Angel," Paramount; "San Antonio," Orpheum; "Her Highness and the Bellboy," Blue Mouse; "Weekend at Waldorf," Music Box and "Stork Club," Music Hall.

Ted Gamble, Portland theatre owner who recently resigned as war finance head, will take active charge of his chain of theatres early in March and plans to further extend his theatrical holdings.

Spokane first runs: "Kiss and Tell," Fox; "Leave Her to Heaven," State; "What Next, Corporal Hargrove," Orpheum; "The Dolly Sisters," Liberty; "Frontier Gal," Granada; "Son of Lassie," Ritz; "Irish Eyes Are Smiling," Garland.

As a final goodwill gesture for 1945, Mrs. J. J. Parker and the *Oregonian* gave a special morning Christmas matinee at the Broadway for the armed forces, with "Mexicana" as the screen fare.

MONTREAL

Quebec Allied Theatrical Industries held an executive meeting here January 9, the first of the year. Among subjects which came up for discussion was the proposed shut-down on free admissions for servicemen. A move to ease the practice, now that the war is over, was said to be under way and that Consolidated Theatres was in favor of the action. Other cinema owners have taken the opposite view and will continue free admissions regardless of the general policy decided.

Friends and acquaintances of Walter "Babe" Coval are welcoming him back to his former post as manager of the Warners offices here. Gratton Kiely, who handled the job while Babe was in Trinidad, will continue as his assistant. Meanwhile, company executives will keep an eye peeled for a spot for Gratton so that his valuable experience will be used where most needed.

There's a rift in the ranks over the PRC-Eagle-Lion set up. Eagle-Lion, it is learned, wishes to control its own products entirely and

the split at the seams will probably come when Rank's representative, John Davis, confers with officials in Toronto shortly.

Ike Sourkes has left Monogram after an association of two years and will be replaced as manager here by Sam Jacobs. Jacobs has been with the company for over 20 years and has spent the last 16 in Saint John, B. C., where he handled the Maritime and Newfoundland territory. Several posts have been offered Sourkes, who will discuss further moves with Toronto officials there this week.

Plans showing the future layout of Odeon's new materpiece in cinema construction are expected to be forthcoming this week. Gordie Dann, local manager, says comment from those who have seen Rank's London house built along the same lines, are extremely favorable and that the building will rival anything built on this continent.

The flu and grippe epidemic in this area is on the wane, but hospitals have limited visiting to private patients only. The weather is not contributing to the betterment of the cause and where a year ago there was snow up to your ear-muffs, now there is little except rain and bare streets. Exploiteers looking for snow to put over a film will be interested in knowing this commodity is scarcer than in any year since 1881.

Worst hit family in the industry here is that of John Ganetakos, of United, with every member in bed sick.

Business is reportedly down, but gross receipts are averaging out as a result of trade over the holiday season. Nearly every house had numerous shows in addition to regular fare, which saved the day.

DES MOINES

Iowa state fair officials, planning the 1946 Centennial state fair, have hopes of bringing some of the stars of "State Fair" to Des Moines for the annual exposition this year. The officials believe a tieup with the picture would help at the gate since the world premiere was held at Des Moines and the film was based on the Iowa fair. If any film folks do attend the fair this year, they probably will have to pay the gate charge just like everyone else, as officials are discussing a plan to do away with all Annie Oakleys at this year's exposition, including the working press. The Iowa fair has not been held since 1941 and the centennial exposition would be the first to start the no-pass plan.

Midwestern district and branch managers of 20th-Century Fox held a trade meeting at Hotel Fort Des Moines with Stanley J. Mayer, Des Moines manager, in charge of the meeting. W. C. Gehring of New York, western sales manager, attended the meeting.

Ed Belew, exploitation representative for United Artists, was in Des Moines in connection with "Spellbound."

M. E. Lee, booker for Central States Theatre Corp. has been named head booker and assistant buyer, succeeding Don West who recently resigned. Bert Thomas, a veteran of 19 years on Des Moines Film Row, has been appointed booker for Central States. Thomas has been a salesman for Columbia the last six months. West had been with Central States for 14 years. He did not announce his future plans.

A cigaret started a film fire at the King Theatre at Ida Grove and although the house was forced to close for two days, no one was injured and the damage was not serious.

Harry Savereide, head of the Savereide Theatre Brokers of Waterloo, Ia., has announced the establishment of two additional offices, one at Minneapolis and the second in Chicago. The new offices will confine their activities to the sale of theatres. Savereide reported recent sales included the purchase by Lyle Eastman of Bode, Ia., of the Strand Theatre at Edgewood, Ia., from Mr. and Mrs. Frank T. Lilly; purchase by Joe C. Smay of Des Moines of the Coggan Theatre from Don Brown of Strawberry Point, Ia.; and purchase by Clarence Wilson of New Providence of the Times at Davenport from A. C. Sweetman.

H. D. Grove, Tri-states Thearte Corp. district manager, announced the appointment of Henry Plude as manager of the Fort and city manager of the other Rock Island, Ill., theatres. Jerry Greebaum was named manager of the Capitol and city manager of the Davenport theatres.

More Than a Review

Paramount's year-end review, as presented in its newsreel, issue 39, is something more than just a review. It is a moving plea for understanding and cooperation between nations and for everlasting peace. The newsreel reviews some of the year's most memorable and historic events, including the Battle of the Bulge, Yalta, first crossing of the Rhine, the flag-raising on Suribachi, the atomic bomb meetings of the Big Three, and other events leading up to the atomic age. The film has been interestingly edited, providing 20 minutes of informative, absorbing entertainment.

PHILADELPHIA

A realignment of the sales force at the 20th Century-Fox exchange was occasioned by the resignation of William J. Humphries, the local branch's sales manager. Humphries, who owns theatres in Lewistown and Catasaqua, has been ailing of late and will devote all his time to his theartes. Sam Diamond, who recently came up from Baltimore, will take over Humphries' spot. Herb Gilles takes over Diamond's old territory, while Carson Gable will be the new Harrisburg salesman.

Norman Bailey, former Warner manager, received his discharge from the Navy last weekend, and is waiting for an assignment.

The Victory Loan Committee announced that George E. Schwartz, distributor chairman in Philadelphia, won top honors in the bond premiere category with a percentage of 129.46.

Milt Young, Columbia exploiteer, celebrated another birthday this week. After dinner with his family on Monday, he went upstate to meet with Sid Alexander, Columbia's ad manager, to help set up "Kiss and Tell" with Byron Lynn, advertising manager for the Comerford Theatres.

One of the biggest theatre realty deals in recent years took place last week when Frank Blum, Stonehurst theatre owner, bought the 69th St. theatre bldg. apartments and stores, at Garrett Road and West Chester Pike. The theatre is leased by the Stanley-Warner Company. At the same time he bought the Upper Darby National Bank Building, on W. Chester Pike, west of 69th St. facing the Terminal Theatre, a William Goldman house.

ALBANY

Fox exchange very happy at being amongst the winners in the Tom J. Connors Drive. Congratulations!

Bill Murray, recently discharged from the Army, back on the job again at Fox as assistant booker.

Harry Thomas, PRC president, a prominent recent Film Row visitor.

Ralph Crabill, WB Jamestown district manager, in town for conference with C. J. Latta.

Exhibitors seen along Film Row included Harvey English of Hancock; Calvin King of Williamstown; Alec Maoory of Corinth; Mary Flanagan of Chestertown; George Thornton of Saugerties; Chris Pope, Schine booker; Kingsley Ryan of Ausable Forks; David Rosenbaum of Keeseville; Mrs. L. J. Van Buren, Cairo; and Mrs. Quigley and Miss Julia Dolan, Coxsackie.

Joe Miller, PRC district manager in New York for conferences.

Howard Goldstein, Paramount booker, on the sick list. . . .ditto George Goldberg, Warner salesman, and Idesther Dembo, Warner clerk.

Clayton G. Eastman being congratulated on his appointment to district manager of Onited Artists, effective January 21st. Eastman has been branch manager of Albany's Paramount exchange for the past fourteen years. He will be located in Boston.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 12)

MOVIETONE (Vol. 28, No. 28)—General Marshall arrives in Shanghai; General Homma on trial; U. S. troops in Tokyo; Teen-age bathing girls now get in the Florida swim; Motorbike marathon in Vienna; Ski trains to New England; New stars appear at mid-west Zoo.

NEWS OF THE DAY (Vol. 17, No. 236)—Famed paratroopers home with triplets as mascots; General Marshall in China to bring Civil War to end; U. S. warships brave Atlantic gales to bring GIs home; Bathing beauties and suits in 1946 fashion review; Vienna motorbike marathon; New England ski trains; Forger Tokle Memorial Meet at Bear Mountain.

PARAMOUNT (39)—1945—Year of Victory; 1946—Search for Peace.

RKO PATHE (Vol. 17, No. 41)—General Homma on trial; General Marshall arrives in China; GI's fraternize with Tokyo girls; Canadian Court in Germany dooms Nazi killer; New York welcomes 82nd Airborne; Last Japanese captives leave United States; GI's at Vienna motorcycle race.

UNIVERSAL (Vol. 18, No. 466)—General Marshall to aid China; Fast count for GI Joe; 82nd Airborne arrives with triplets; More homes promised; Japanese prisoners shipped from U. S.; Yanks get acquainted in Nippon; Vienna turns to sports; Ski hero honored.

(Released Wednesday, January 9)

MOVIETONE (Vol. 28, No. 37)—President Truman appeals to public on reconversion; Byrnes home from Moscow; Patton laid to rest in Luxembourg; Seven saved in mine disaster; Bomb in Croydon removed; La Guardia leaves office; Halsey serenaded by Admirals in N. Y. Club frolic; Pasadena parade of roses led by Admiral Halsey; Lew Lehr hails the New Year; Football: Alabama vs. U.S.C.; Texas vs. Missouri; Oklahoma A & M vs. St. Mary's; Miami vs. Holy Cross.

NEWS OF THE DAY (Vol. 17, No. 235)—Truman asks public aid; Admiral Halsey rides again; LaGuardia leaves office; First postwar Rose Tournament; Football: Alabama vs. Southern California—St. Mary's vs. Oklahoma A. & M.—Miami vs. Holy Cross—Texas vs. Missouri.

PARAMOUNT (No. 38)—24 dead in mine disaster; Soldier's dog waits two years; General Patton laid to rest in Luxembourg; Truman addresses nation; Football: Texas vs. Missouri—Alabama vs. Southern California—Oklahoma A. & M. vs. St. Mary's—Holy Cross vs. Miami.

RKO PATHE (Vol. 17, No. 40)—Truman reports to nation; Patton buried where his Army advanced; Delegates sail for first UNO Assembly; LaGuardia replaced by O'Dwyer; Saints and Sinners honor Admiral Halsey; Alabama tops Southern California in Rose Bowl classic.

UNIVERSAL (Vol. 18, No. 465)—Truman asks confidence of U. S. future; Admiral Halsey joins Saints and Sinners club; Floods rage throughout northwest; Football: Miami vs. Holy Cross—Southern California vs. Alabama.

ALL-AMERICAN (Vol. 4, No. 168)—Nation celebrates joyous New Year; Children enjoy midwinter in Chicago; Publishers discuss Wilkie award in Washington meeting; Lovely models display furs for 1946; Midwest shivers and slides in worst weather in years; Representative Douglas gets Negro boy West Point appointment; Negro hero rescues workers in mine cave-in at Pineville.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

HOLLYWOOD

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PRODUCTION NOTES FROM THE STUDIOS

Van Johnson Gets Dramatic Lead in 'The Risen Soldier'; Jerry Wald Is Assigned to Production of 'Mr. Broadway'

Van Johnson was set for the lead role in the forthcoming MGM production, "The Risen Soldier," based on an article by Archbishop Francis J. Spellman. A story of an American soldier and his family, yet not essentially a war story, "The Risen Soldier" will be produced by Cliff Reid, associate producer of "They Were Expendable." John Lee Mahin has been assigned to write the screen play and Fred Wilcox will direct.

Jim Bannon and Dusty Anderson have been given the romantic leads in "Boston Blackie's Private Ghost," latest in Columbia's series of Boston Blackie films. As in all previous pictures in the series, Chester Morris will have the title role. D. Ross Lederman will direct and John Stone produce under supervision of Bennie F. Zeidman.

Robert Ryan, who was well on the way to stardom after appearing opposite Ginger Rogers in "Tender Comrade," then enlisted in the Marines, has been cast in the romantic lead with Joan Bennett in "Desirable Woman" at RKO where he is under contract. Charles Bickford has the other major role. Jean Renoir will direct and Val Lewton will produce.

Barbara Britton and Rudy Vallee were signed for starring roles in Steve Sekely's initial independent production under the Republic banner, 'The Fabulous Suzanne." This will mark Miss Britton's first appearance for Republic. Formerly under contract to Paramount, she left that studio recently to free lance. Vallee will enact the comedy lead in the picture, whose original screen story was written by William Bowers and Tedwell Chapman. Production will get under way in February with Andre Dumonceau as associate producer.

Mark Stevens gets the male lead in "32 Rue Madeleine," 20th-Fox story of the Office of Strategic Services. Producer will be Louis de Rochemont.

Constance Moore was assigned the starring spot in Republic's forthcoming million-dollar production, "Earl Carroll's Sketchbook," which is scheduled to get under way in February with Robert North producing. Jules Stein and Sammy Kahn, ace song-writing team, will do the score.

"Strange Conquest," mystery drama, was assigned by Universal to Associate Producer Marshall Grant. Production is slated for mid-January, and Howard Welsch will produce.

With Arthur Kennedy and Rory Mallinson joining Kent Smith in Warners' "The Sentence," three returned actors will make their postwar debut in the film which will star Ann Sheridan. Vincent Sherman will direct and William Jacobs produce.

"Pardon My Guns," an original story by J. Benton Cheney, has been purchased by Monogram as a starring vehicle for western star Johnny Mack Brown, with Raymond Hatton featured. The author is now preparing the screenplay.

Frank Sinatra, Kathryn Grayson and Gene Kelly, the same trio of stars, and George Sidney, the same director of the MGM musical hit, "Anchors Aweigh," have been set for the follow-up, "All Ashore," which Joe Pasternak, producer of the original picture, plans to film as soon as Kelly, now a naval lieutenant, returns to civilian life.

Helen Walker was signed to a long term exclusive contract at 20th-Fox studios. She is at present working in "Cluny Brown" and her next picture assignment will be "The Home Stretch," which will be produced in Technicolor by Robert Bassler.

Glenn Langan has been assigned the role of Captain Rex Morgan, Amber's first husband, in the 20th-Fox picture, "Forever Amber," which John Stahl will direct and William Perlberg produce in Technicolor. Only other assignment is Reginald Gardiner, who will play King Charles II.

Marshall Thompson and Morris Ankrum were given top featured roles in MGM's "But Not Goodbye," now before cameras with S. Sylvan Simon directing. Film version of the George Seaton play features Frank Morgan, Keenan Wynn, Audrey Totter, Cecil Kellaway, Gladys Cooper, Richard Quine and Leon Ames. Irving Starr produces.

Tom Neal and Martha O'Driscoll will have the romantic leads in Universal's mystery story, "Design For Death," now under way with Will Jason directing for Associate Producer-Writer George Bricker. Elisha Cook, Jr., Donald MacBride, Peter Whitney and Oliver Blake have featured roles.

Rhys Williams was signed by Producer Jack Chertok for one of the important roles in "The Strange Woman," which stars Hedy Lamarr. Williams, Welsh actor who came to Hollywood from the stage cast of "The Corn Is Green," will play the role of Deacon Adams in the screen adaptation of Ben Ames Williams' best-seller which is being directed by Edgar Ulmer under the Hunt Stromberg banner.

Jerry Wald has been assigned to produce "Mr. Broadway" which will be a show business cavalcade based on the life of Sime Silverman. Abel Green, who wrote the original story, is leaving New York to report to Warners for conferences.

James Gleason and Edward Everett Horton were signed by Columbia for top comedy roles in "Down to Earth," Technicolor musical fantasy to be produced by Don Hartman and directed by Al Hall, with Rita Hayworth as star.

RKO Adds Riskin to Outside Producer List

Robert Riskin Productions, Inc., has signed an agreement with RKO, which will add the output of this independent production company to its list of outside producers, along with Leo McCarey's Rainbow Productions, the Capra-Wyler-Stevens-Briskin Liberty Films, Inc., Frank Ross Productions and others.

Three major pictures have been scheduled by the Riskin Corporation on a $5 million budget. The first film, for which the script has already been completed, will be "The Magic City." Casting and directorial assignments, which have been pending until the company's releasing arrangements were completed, will be announced shortly. Also scheduled is the story of Johnny Appleseed, fighting father of the American orchard, and "Impact," a sociological study of big business and American society.

The Riskin organization consists of Fay Wray Riskin, vice-president; former Judge Lester Roth, secretary, and William S. Holman, former studio manager for RKO, treasurer and general manager.

4 Films Start at RKO This Month; Another 4 in February

Joan Fontaine, Henry Fonda, Alan Marshal, Barbara Hale, Bill Williams and Jack Haley are scheduled to appear before RKO cameras in four productions started in January.

"Christabel Caine" will be the Fontaine, Fonda and Marshal co-starrer; "A Likely Story" will team Hale and Williams and Jack Haley will star in "Double Trouble."

Pictures scheduled for February include the Technicolor special "Sinbad the Sailor," co-starring Douglas Fairbanks Jr., Maureen O'Hara and Walter Slezak; "Deadlier Then the Male," with Lawrence Tierney; "The Falcon in Reno," with Tom Conway in the title role; and "Child of Divorce," starring Sharyn Moffett.

Frank Wead Replaces John Mahin As Writer of MGM's 'Atomic' Story

Frank Wead, Hollywood writer, has been assigned to do the screenplay for MGM's "The Beginning of the End" due to the illness of John Lee Mahin. Wead's previous effort was the screen adaptation of "They Were Expendable."

In putting the atom bomb story into production as soon as possible, Robert Considine is writing the original in the east where he is in constant touch with scientists and military and government officials. He is wiring his story, page-by-page to producer Sam Marx, who is speeding the material to Wead.

Pratt Named Production Manager

James Pratt, veteran of 22 years in film production, has been named production manager for International Pictures. Assistant to John Beck, Jr., International general manager, for the past six months, Pratt served as civilian manager for the U. S. Signal Corps at the Astoria, L. I. studios for a year prior to joining International. George Golitzen will assist Pratt.

New Camera Equipment Set for March 10 Delivery to Warners

Ten of the first postwar motion picture cameras to be released to private industry will be delivered by Mitchell Camera Corp. to the Warner Bros. Studio on March 10, giving the Burbank lot what is declared the largest inventory of modern photographic equipment owned by any major studio, according to Jack L. Warner, executive producer.

New cameras now on order are the B.N.C. type, embodying all of the highest developments in motion picture cameras today, and will carry modern auxiliary equipment including remote focusing control and automatic slating device. Ten machines of this type were purchased by Warners just before the U. S. entered the war.

Bogeaus-Robinson Sign Korda to Direct Peck in Hemingway Film

Benedict Bogeaus and Casey Robinson have signed Zoltan Korda to direct Gregory Peck in "The Short Happy Life of Francis Macomber," the famous Ernest Hemingway story of African intrigue and adventure, to be released through United Artists. John Meehan has been assigned to do the screenplay under the supervision of Robinson.

The pictures is the first of two films to be released by the Bogeaus-Robinson team under a recently concluded deal. A proposed second story is based on the life of Anna Pavlova and will star Tamara Toumanova.

Semi-Documentary Theme Set For UA's Dorsey Brothers Film

Charles R. Rogers will employ a semi-documentary technique in "The Fabulous Dorseys" the picturization of the life of bandsmen Tommy and Jimmy Dorsey, which will be released by United Artists. The film will be the initial attempt to present the band business in such a fashion.

Richard English, who spent seven weeks in the east with the musician brothers, as well as doing research in their respective haunts, will write the original screenplay, approaching the script from the semi-documentary slant.

Ida Lupino Signs RKO Contract

Ida Lupino will be starred by RKO Radio in a one-picture-a-year contract arrangement announced this week by Charles W. Koerner, executive vice-president, in charge of production. The contract stipulates that Miss Lupino will begin her RKO duties in June of 1947.

Haskin Signs New Contract

Byron Haskin, a Hal Wallis Productions director, releasing through Paramount, has signed a new contract, and is working on a story based on the development of the atom bomb.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

I've got good news for the Myrna Loy fans. We're going to meet their favorite star today. She's working on the Universal lot in the Skirball-Manning picture "So Goes My Love," and we've been invited to drop around to the set.

Although Don Ameche is being co-starred we won't get to see him for he's not in the sequence they're scheduled to shoot. It's a scene between Myrna and Mollie Lamont in which the green-eyed monster rears his ugly head: one of those "biting" clashes that take place between two women when one is jealous of the other's good fortune. You see, Mollie is Myrna's cousin, at whose home she lived after she arrived from a small town with the announced intention of marrying a rich man. Instead, she married Ameche, a poor inventor (for a change), and his subsequent success and their happiness rankle her cousin.

Set is the parlor of their home. Year 1870. It's a typical setting for that time with the furniture and the gowns the two women are wearing authentic copies of the styles of that era. Tea is being served on a round table in the middle of the room. It is a beautifully carved, marble-top mahogany table; so lovely that it is brought into the conversation between the two women.

Myrna wears a bustle dress made of white organdy with black polka dots; over this is a black taffets weskit trimmed at armholes and neck with black lace. Her hair is braided in the back, curled in front. Mollie's dress is royal blue taffeta and with it she wears a tiny hat to match.

While we've been taking all this in, Director Frank Ryan and Cameraman Joe Valentine have been busy getting things set for the filming. At Ryan's signal to "go," Mollie starts the scene with a remark about the table as she moves forward to accept the cup of tea Myrna has poured for her. Then she says something about Ameche, at which time Myrna gives it to her with both barrels, so that she backs away saying, "love is certainly blind." Ryan then yells "cut" and announces "that was okay, it's a take," which leaves everybody breathless, for a "one take" is a phenomenon in this business.

The place now becomes a beehive of activity, for the technicians start shifting things around for the next scene, so we have to wend our way through lots of cable and props in order to get to Myrna's dressing room. There we visit with her for some time, talking over the parts she usually plays and what she expects to do now that she's free lancing.

Before we leave we're introduced to the director, cameraman, and all the other important people on the set.

Until next week.

Ann Lewis

Hilton to Write Screenplay

James Hilton will begin work on the screenplay of "The Last Man in the World," Paramount's projected film dealing with the depopulation of the earth through atomic energy. Based on "The Purple Cloud," a story by M. P. Shiel, which the studio has owned for several years, the film will star Ray Milland.



DISCUSS 'SUSPENSE' PRODUCTION PROGRESS. During a lull in production activities, the progress of Monogram's "Suspense" is discussed by (l-r) Trem Carr, executive director in charge of production; Maury and Frank King (the King Bros.), who are producing the picture; Steve Broidy, president of Monogram, and Hyman King. The picture, directed by Frank Tuttle, stars Belita and Barry Sullivan.

Republic to Produce 29 Films For Release in Next Six Months

Republic will produce 29 pictures, scheduled to be made during the first six months of 1946, according to Allen Wilson, vice-president of the studio.

Of the 29, which will keep every stage on the lot employed, five are part of the highest-budgeted program of films set for the new year. These include "The Uninvited Guest," starring Vera Hruba Ralston, which will start about February 1; "Earl Carroll's Sketchbook," produced by Robert North, also slated for February; "That Brennan Girl," Alfred Santell's second production for the studio, to start in March; "Rendezvous With Annie," Allan Dawn's initial production, set for April; the William Elliott starrer, "Plainsman and the Lady," produced and directed by Joseph Kane, scheduled for April, and "That Man of Mine" in May.

During the same period, five Roy Rogers' musical Westerns are listed, with the first, "Rainbow Over Texas," to go into production shortly, followed by "My Pal Trigger" in February, "Under Nevada Skies" in March, "Springtime in the Sierras" in April and "Shine on Texas Moon," slated for June.

Columbia Signs Spewack Team To Writer-Producer Contract

Columbia has signed Bella and Sam Spewack, successful stage and screen writing team, to write and produce an as yet untitled original story. This will be the duo's initial venture as joint writers-producers.

The Spewacks' stage hits include, "Boy Meets Girl" and "Leave it to Me," the latter written in collaboration with Cole Porter; and such screenplays as "Boy Meets Girl," "My Favorite Wife" and "Weekend at the Waldorf."

Monogram's 4 January Starters

Monogram has announced four films to go before the cameras during January. First to start, will be "Code of the Drifter," on January 7; the second in the "Shadow" series has been set for the 17th; "Don't Gamble With Strangers" starts on the 25th and "In High Gear," the final production of the month, is set for January 28.

Stothart Composes 'Years' Score

Herbert Stothart and the MGM studio orchestra will do the musical score for "The Green Years," based on the A. J. Cronin novel. For the film, which features Tom Drake, Beverly Tyler and Hume Cronyn, Stothart has composed a special score of Scottish music. Leon Gordon produced and Victor Saville directed.

Gershenson Signs Hellman

Producer Joseph Gershenson has signed Sam Hellman to write the screenplay for the Universal Comedy, "The Runaround," which has been set as a top-budget production and scheduled for an early spring start.

Marin to Direct 'Mr. Ace'

Edwin L. Marin has been signed by Benedict Bogeaus to direct "Mr. Ace and the Queen," United Artists release starring George Raft. Production is scheduled to begin this week.

RKO Buys Unwritten Wilder Novel

RKO has purchased "Written on the Wind," Robert Wilder's unpublished novel for 1946 filming. Putnam and Sons will run off a first printing of 100,000 copies.

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in perenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

	CURRENT 1944-45		Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6031	Boston Blackie Booked on Suspicion	C. Morris-L. Merrick	67	5/10/45	a3/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6010	Fighting Guardsman (D)F	W. Parker-A. Louise-J. Carter	84	5/24/45	b10/13/45
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader	Phil Harris-Leslie Brooks	70	9/13/45	a6/9/45
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	65	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay	J. Canova-R. Hunter-L. Merrick	62	11/29/45	a10/6/45
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	A. Lake-P. Singleton-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Mannon-Ross Hunter		12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars	A. Drake-J. Blair-M. Platt		1/10/46	a7/21/45
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11 10 45

COMING

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	1/24/46	a11/24/45
	Bandit of Sherwood Forest	Cornel Wilde-Anita Louise		a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton	2/21/46	a11/10/45
	Duchess of Broadway	Jinx Falkenburg-Joe Besser		
	Exposed by the Crime Doctor	Warner Baxter-Mona Barrie		
	Gentlemen Misbehaves, The	Osa Massen-Robert Stanton	2/28/46	a11/17/45
	Gilda	Rita Hayworth-Glenn Ford		
	Jolson Story, The	L. Parks-E. Keyes-W. Demarest		
	Murder Is Unpredictable	Richard Dix-Barton MacLane		
	Night Editor	William Gargan-Janis Carter		
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	2/14/46	a11/10/45
	Perilous Holiday	P. O'Brien-R. Warrick-E. Cuchanan		
	Renegades (Tech.)	Evelyn Keyes-Willard Parker		
	So Dark the Night	Micheline Cheirel-Steven Geray		a6/30/45
	That Texas Jamboree	Ken Curtis-Jeff Donnell		
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman		

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	58	5/17/45	b6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	55	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	55	8/15/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	67	9/27/45	

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	59	10/18/45	b12/8/45
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11 15 45	
7203	Texas Panhandle	Charles Starrett-Tex Harding	55	12/20/45	

Westerns (Coming)

	Frontier Gunlaw	Charles Starrett-Tex Harding	59	1 31 46
	Galloping Thunder	Charles Starrett-Smiley Burnette		
	Gunning for Vengeance	Charles Starrett-Smiley Burnette		
	Heading West	Charles Starrett-Smiley Burnette		
	Landrush	Charles Starrett-Smiley Burnette		
	Phantom of the Desert	Charles Starrett-Smiley Burnette		
	Roaring Rangers	Charles Starrett-Smiley Burnette	2/14/46	
	Terror Trail	Charles Starrett-Smiley Burnette		
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts		

MGM

Group No.	CURRENT 1944-45		Mins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/45
11	Clock, The (D)F	Judy Garland-Robert Walker	90	May	b3/24/45
11	Gentle Annie (W)F	James Craig-Donna Reed	80	May	b12/23/44
Sp.	National Velvet (D)F	Mickey Rooney-Elizabeth Taylor	125	Apr.	b12/9/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45
11	Without Love (CD)A	S. Tracy-K. Hepburn-L. Ball	111	May	b8/24/45

Current 1945-46

13	Abbott & Costello in Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf(D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7/21(45
	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45

COMING

	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125	b12/22/45
	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	b12/1/45
	Army Brat	James Craig-Frances Gifford		
	Bad Bascomb	Wallace Beery-Margaret O'Brien		a9/29/45
	Black Sheep	James Craig-Skippy Homeier		
	Boy's Ranch	James Craig-Skippy Homeier		a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan		
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams		a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake		
	Fiesta (Tech.)	Esther Williams-John Carroll		
	Green Years, The	C. Coburn-T. Drake-S. Royle		
	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	01	b12/29/45
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"		a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell		
	Hoodlum Saint	William Powell-Esther Williams		a9/29/45
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105	b12/1/45
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn		
	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	b12/15/45
	Postman Always Rings Twice	Lana Turner-John Garfield		a9/29/45
	Sailor Takes a Wife (C)F	Robert Walker-June Allyson	91	b12/29/45
	Star From Heaven	Marshall-Thompson-Jim Davis		
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold		
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra		
	Time for Two	J. Hodiak-L. Ball-L. Nolan		
	Two Sisters From Boston	Kathryn Grayson-June Allyson		a10/20/45
	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	b1/5/46
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig		a10/20/45
	Ziegfeld Follies (Tech.)	Fred Astaire-Gene Kelly	110	a8/12/44

MONOGRAM

Prod. No.	CURRENT 1944-45				
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
502	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	12/15/45	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
406	G.I. Honeymoon (C)A	Gale Storm-Peter Cookson	70	5/5/45	b3/3/45
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/2/46	b1/5/46
	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/15/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

COMING

	Charlie Chan at Alcatraz	S. Toler-B. Fong-M. Moreland		
	Face of Marble	John Carradine-Claudia Drake	72	a12/22/45
	Fear (My)A	Warren William-Anne Gwynne	68	b12/29/45
	Gay Cavalier	Gilbert Roland-Martin Garalaga		
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox		
	Junior Prom	Freddie Stewart-June Preisser		
	Live Wires	Leo Gorcey-Huntz Hall		a11/10/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
	Shadow Returns	Kane Richmond-Barbara Reed		
	Suspense	Belita-H. Valdez-A. Dekker		a12/29/45
	Swing Parade of 1946	Gale Storm-Phil Regan		a9/22/45

Westerns (Current 1944-45)

	Border Bandits	J. M. Brown-R. Hatton	57	1/12/46	
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
430	In Old New Mexico (M)F	D. Renaldo-M. Garralaga	63	5/26/45	b8/11/45
561	Lonesome Trail	J. Wakely-Lee White		12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

452	Drifting Along	J. M. Brown-Raymond Hatton	1/26/46	a11/17/45
	Haunted Mine, The	J. M. Brown-Raymond Hatton	2/23/46	
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	2/16/46	

PARAMOUNT

CURRENT 1944-45

Block No.			Mins.	Rel. Date	See Issue of
5	Affairs of Susan (C)F	J. Fontaine-G. Brent-D. O'Keefe	109	5/25/45	b3/31/45
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
4	High Powered (D)F	Robert Lowery-Phyllis Brooks	61	5/18/45	b2/24/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
4	Salty O'Rourke (D)A	Alan Ladd-Gail Russell	90	5/4/45	b2/24/45
5	Sword Sea (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/26/45	Reissue
5	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45

Current 1945-46

1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Follow That Woman (My)F	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45

COMING

	Big Town	Philip Reed-Hillary Brooke			
4	Blue Dahlia	A. Ladd-V. Lake-W. Bendix			a6/9/45
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
	Bride Wore Boots	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Cross My Heart	Betty Hutton-Sonny Tufts			a4/7/45
	Easy Come, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Hot Cargo	W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/22/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/46	a4/7/45
3	Miss Susie Slagle's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	Our Hearts Were Growing Up	B. Donlevy-G. Russell-D. Lynn			a4/28/45
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			
	Strange Love	Stanwyck-L. Scott-Heflin			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer	Robert Lowery-Barbara Britton			a7/21/45
	To Each His Own	Olivia de Havilland-John Lund			a7/14/45
3	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.)	J. McCrea-B. Donlevy-S. Tufts			a1/20/45
4	Well Groomed Bride	R. Milland-O. de Havilland-S. Tufts			a4/7/45

PRC

CURRENT 1944-45

	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
	Arson Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45	b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	10/23/45	b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
	Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	5/16/45	b3/31/45
	Man Who Walked Alone (C)F	Kay Aldrige-Dave O'Brien	74	3/15/46	b2/17/45
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
	Phantom of 42nd Street(My)A	Dave O'Brien-Kay Aldridge	60	5/2/45	b5/12/45
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
	Strangler of the Swamp (H)A	R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/44	b11/11/44

COMING

	Flying Serpent, The	Ralph Lewis-George Zucco		2/20/46	a12/29/45
	Gentlemen With Guns (Color)	Eddie Dean-Mary Kenyon			
	I Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
	Mask of Dijon	Eric von Stroheim-Jeanne Bates		3/7/46	a12/22/45
	Murder is My Business	Hugh Beaumont-Cheryl Walker			
	Once and For All	N. Coleman-P. Reed-F. Bressart			a12/22/45
	White Pongo (D)F	Richard Fraser-Marie Wrixon	76		b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70		b6/16/45
	Wife of Monte Cristo	John Loder-Lenore Aubert			a12/29/45

Westerns (Current 1944-45)

	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
	Enemy of the Law (W)F	Tex Ritter-Dave O'Brien	57	5/7/45	b11/17/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
	Navajo Kid	Bob Steele		11/21/45	a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
	Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
	Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
	Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45	b9/22/45

Westerns (Coming)

	Ambush	Bob Steele-Lorraine Miller			
	Buster Crabbe No. 3	Buster Crabbe- Al St. John			
	Caravan Trails (Color)	Eddie Dean-Emmett Lynn			
	Law Crusaders	Buster Crabbe-Al St. John			
	Man Without a Gun	Bob Steele-Ellen Hall			
	Romance of the West (Color)	Emmett Lynn-Chief Thunderhead		3/20/46	
	Six Gun Man	Bob Steele		2/1/46	

RKO-RADIO

CURRENT 1944-45

Block No.			Trade Shown		
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
5	Brighton Strangler (D)A	John Loder-June Duprez	67	May	b5/5/45
Sp.	It's a Pleasure (Tech.)(DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45

CURRENT 1945-46

Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/16/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Trevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45

RKO-RADIO (Cont.)

Current 1945-46

Block No.			Mins.	Trade Shown	See Issue of
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/28/45

COMING

	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	Badman's Territory	R. Scott-A. Richards-L. Tierney			
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
	Deadline at Dawn	S. Hayward-P. Lukas-O. Massen			a6/30/45
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Falcon's Alibi	Tom Conway-Rita Corday			
	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius, Inc.	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck	Robert Young-Barbara Hale			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b8/29/45
	Notorious	C. Grant-Ingrid Bergman			
	Riverboat Rhythm	Leon Errol-Joan Newton			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step By Step	Lawrence Tierney-Anne Jeffreys			
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
	Tarzan and the Leopard Woman	J. Weissmuller-B. Joyce			
	Till the End of Time	Dorothy McGuire-Guy Madison			
	Tomorrow Is Forever	C. Colbert-G. Brent-O. Welles			a5/5/45
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			

REPUBLIC

CURRENT 1944-45

Prod. No.			Mins.	Rel. Date	
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	a9/1/44
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/18/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
415	Flame of Barbary Coast (D)F	J. Wayne-Ann Dvorak	91	5/28/45	b4/21/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/16/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
433	Phantom Speaks (D)A	Richard Arlen-Lynne Roberts	69	5/18/45	b4/21/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b5/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/29/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
416	Three's a Crowd (M)	Gertrude Michael-Charles Gordon	58	5/23/45	b6/9/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/16/45	b12/22/45
434	Vampire's Ghost (D)A	John Abbott-Peggy Stewart	59	5/21/45	b4/20/45

Current 1945-46

503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45

COMING

'508	A Guy Could Change	Allan Lane-Jane Frazee	65	1/27/46	a6/4/45
	A Strange Impersonation	Brenda Marshall-William Gargan			a10/13/45
	Catman of Paris	Carl Esmont-Lenore Aubert			a11/24/45
	Crime of the Century	Stephanie Bachelor-Michael Browne			a12/1/45
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Home on the Range	Monte Hale-Adrian Booth			
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
	Madonna's Secret, The	F. Lederer-A. Rutherford-G. Patrick			a12/1/45
	Murder in the Music Hall	Vera Hruba Ralston-W. Marshall			a12/29/45
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Specter of the Rose	Michael Chekhov-Judith Anderson			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45

Westerns (Current 1944-45)

456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6/2/45	b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45	b8/18/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
553	Cherokee Flash	Sunset Carson-Linda Stirling	55	12/13/45	
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshal of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/7/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue
564	Wagon Wheels Westward	Wild Bill Elliott-Bobby Blake	56	12/21/45	

Westerns (Coming)

	Alias Billy the Kid	Sunset Carson-Peggy Stewart			
	California Gold Rush	Wild Bill Elliott-Bobby Blake			
	Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			
	Days of Buffalo Bill	Sunset Carson-Peggy Stewart			
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	
	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
	Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

Prod. No.	CURRENT 1944-45	Mins.	Rel. Date	See Issue of
524	Billy Rose's Diamond Horseshoe (Tech.) (M)F....B. Grable-D. Haymes-P. Silvers...	104..	May	b4/14/45
525	Bullfighters (C)F ....Laurel and Hardy....	61..	May	b4/14/45
523	Call of the Wild (D)F....C. Gable-L. Young-J. Oakie.....	81..	June	Reissue
527	Don Juan Quilligan (C)A....William Bendix-Joan Blondell.....	75..	June	b6/9/45
529	Nob Hill (Tech.) (DM)F....Joan Bennett-George Raft.....	95..	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F ....F. MacMurray-J. Leslie.....	77..	June	b5/26/45
528	Within These Walls (D)F....Thomas Mitchell-Mary Anderson....	71..	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F.....G. Tierney-J. Hodiak-W. Bendix....	103..	Aug	b6/23/45
611	And Then There Were None (My)F ....Fitzgerald-Hayward-Huston	97..	Nov	b7/14/45
604	Captain Eddie (B)F.....F. MacMurray-L. Bari.....	107..	Sept	b6/23/45
605	Caribbean Mystery (My)F....J. Dunn-Sheila Ryan.....	65..	Sept	b7/21/45
609	Dolly Sisters, The (Tech.) (MC)F ....B. Grable-J. Payne-J. Haver.....	114..	Nov	b9/29/45
612	Fallen Angel (D)A.....A. Faye-D. Andrews-L. Darnell....	97..	Dec	b10/27/45
608	House on 92nd Street, The (D)F ....W. Eythe-L. Nolan-S. Hasso.....	88..	Oct	b9/15/45
603	Junior Miss (C)F.....P. A. Garner-A. Joslyn.....	94..	Aug	b6/16/45
613	Spider, The (M)F.....Richard Conte-Faye Marlowe.....	62..	Dec	b10/13/45
607	State Fair (Tech.) (CM)F....D. Andrews-J. Crain-D. Haymes....	100..	Oct	b8/25/45
606	Way Ahead, The (D)F.....D. Niven-R. Huntley.....	106..	Aug	b6/2/45
602	Wilson (Tech.) (B)F.....A. Knox-G. Fitzgerald-C. Coburn...	154..	Aug	b8/5/44

COMING

	Anna and the King of Siam...I. Dunne-R. Harrison-L. Darnell.....			
616	A Walk in the Sun (D)F.....Dana Andrews-Richard Conte....	117.....		b12/1/45
	Behind Green Lights.....Carole Landis-William Gargan.....	64..Feb		a11/24/45
	Black Beauty .....Mona Freeman-Richard Denning.....			
	Centennial Summer (Tech.)....Crain-Darnell-Bennett			a10/20/45
	Cluny Brown .....Charles Boyer-Jennifer Jones.....			
610	Col. Effingham's Raid (CD)F..C. Coburn-J. Bennett-W. Eythe....	70..Feb		b9/29/45
	Dark Corner .....Lucille Ball-William Bendix.....			
617	Doll Face (CM)F.....C. Miranda-P. Como-V. Blaine.....	80..Jan		b12/22/45
	Do You Love Me (Tech.).....M. O'Hara-D. Haymes-H. James.....			a5/19/45
	Dragonwyck .....G. Tierney-V. Price-W. Huston.....			a7/14/45
618	Jesse James .....T. Power-H. Fonda-N. Kelly.....			Re-release
	Johnny Comes Flying Home...Martha Stewart-Richard Crane.....			a1/5/46
Sp.	Leave Her to Heaven (Tech.) (D)A .....G. Tierney-J. Crain-C. Wilde.....	110..Jan....		b12/22/45
619	Return of Frank James.....Henry Fonda-Gene Tierney.....			Re-release
	Sentimental Journey .....M. O'Hara-J. Payne-W. Bendix.....			a10/20/45
615	Shock .....Vincent Price-Lynn Bari.....	70..Feb		a11/10/45
	Shocking Miss Pilgrim (Tech.).Betty Grable-Dick Haymes.....			a1/5/46
	Smoky (Tech.) .....F. MacMurray-A. Baxter-B. Ives.....			a10/6/45
	Somewhere in the Night.....J. Hodiak-L. Nolan-C. Landis.....			a1/5/46
	Strange Triangle .....Signe Hasso-John Shepard.....			
	Three Little Girls in Blue (Tech.)..... Haver-Blaine-Payne			
	Wake Up and Dream..... John Payne-June Haver.....			a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town .....Randolph Scott-Ann Dvorak.....	90..	1/11/46	.....
	Bedside Manner (C)F.....Ruth Hussey-John Carroll.....	79..	6/22/45	b6/16/45
	Blithe Spirit (C)A.....Hammond-Cummings-Harrison	94..	12/14/45	b9/22/45
	Bleed on the Sun (D)F.....J. Cagney-Sylvia Sidney.....	98..	6/15/45	b4/28/45
	Captain Kidd (D)F.....C. Laughton-R. Scott-B. Britton....	87..	10/5/45	b8/4/45
	Colonel Blimp (CD)F.....Anton Walbrook-Deborah Kerr.....	93..	5/4/45	b3/24/45
	Getting Gertie's Garter (C)A..D. O'Keefe-M. McDonald-B. Barnes	72..	11/30/45	b12/1/45
	Great John L, The (D)A.....Linda Darnell-Greg McClure.....	96..	6/29/45	b6/9/45
	Guest in the House (D)A.....Anne Baxter-Ralph Bellamy.....	121..	12/8/44	b12/9/44
	Guest Wife (C)A.....Claudette Colbert-Don Ameche.....	87..	7/27/45	b7/28/45
	Paris-Underground (WaD)A...C. Bennett-Gracie Fields.....	97..	10/19/45	b8/25/45
	Southerners, The (D)F.....Zachary Scott-Betty Field.....	92..	8/10/45	b5/5/45
	Spellbound (D)A .....Ingrid Bergman-Gregory Peck.....	111..	12/28/45	b11/3/45
	Story of G. I. Joe (D)A.....Ernie Pyle Story.....	109..	7/13/45	b6/23/45

COMING

	A Night in Casablanca.....Marx Bros.-Charles Drake			
	A Scandal in Paris.....G. Sanders-S. Hasso-C. Landis.....			a12/22/45
	Breakfast in Hollywood.....Tom Breneman-Bonita Granville....		2/22/46	
	Caesar and Cleopatra (Tech.) (D)A .....Claude Rains-Vivien Leigh.....	135.....		b12/22/45
	Diary of a Chambermaid.....P. Goddard-H. Hatfield-B. Meredith.....		2/15/46	a10/27/45
	Duel in the Sun (Tech.).....J. Jones-G. Peck-J. Cotten.....			
	Henry the Fifth.....L. Olivier-R. Asherson.....			
	Johnny in the Clouds (D)F...John Mills-D. Montgomery.....	88..	2/15/46	b11/17/45
	Outlaw, The .....Jane Russell-Walter Huston.....		2/8/46	
	Rebecca .....L. Olivier-Joan Fontaine.....	130.....		Reissue
	Sin of Harold Diddlebock.....H. Lloyd-R. Walburn-J. Conlin.....			
	Strange Woman, The.....H. Lamarr-G. Sanders-L. Hayward.....			
	This Happy Breed.....Robert Newton-Celia Johnson.....			
	Whistle Stop .....George Raft-Ava Gardner.....		3/1/46	a11/17/45
	Young Widow .....Jane Russell-Louis Hayward.....			

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F....Bonita Granville-Noah Beery, Jr....	59..	7/20/45	b7/21/45
9042	Blonde Ransom .....Virginia Grey-Donald Cook.....	68..	6/15/45	a1/6/45
9007	East Side of Heaven.....Bing Crosby	88..	6/15/45	Re-release
9045	Easy to Look At (CM)F.....Gloria Jean-Kirby Grant.....	64..	8/10/45	b8/4/45
9032	Frozen Ghost (H)A.....Lon Chaney-Boris Karloff.....	61..	6/29/45	b6/16/45
9028	Honeymoon Ahead (DM)F.....Allan Jones-Grace McDonald.....	59..	5/11/45	b5/5/45
9041	I'll Tell the World (C)F.....Lee Tracy-Brenda Joyce.....	61..	6/8/45	b6/2/45
9006	Imitation of Life.....Claudette Colbert	107..	6/15/45	Re-release
9038	Jungle Captive (H)A.....B. Bryant-P. Brown-O. Kruger.....	63..	6/29/45	b6/16/45
9001	Lady on a Train.....D. Durbin-R. Bellamy-D. Bruce...	94..	8/24/45	a3/24/45
9003	Naughty Nineties (C)F.....Abbott & Costello-A. Curtis.....	76..	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F...J. Oakie-Peggy Ryan-J. Cox.....	75..	7/13/45	b7/14/45
9011	Patrick the Great (CM)F.....Donald O'Connor-Peggy Ryan.....	89..	5/4/45	b4/21/45
9043	Penthouse Rhythm (M)F.....Kirby Grant-Lois Collier.....	60..	6/22/45	b6/9/45
9016	See My Lawyer (C)F.....Olsen and Johnson-A. Curtis.....	69..	5/25/45	b2/10/45
9075	Strange Affair of Uncle Harry (D)F .....G. Sanders-G. Fitzgerald-E. Raines.	80..	8/17/45	b8/11/45

UNIVERSAL (Cont.)

Prod. No.	CURRENT 1944-45	Mins.	Rel. Date	See Issue of
9033	Swing Out Sister (CM)F.....Rod Cameron-Frances Raeburn.....	60..	5/18/45	b5/5/45
9014	That's the Spirit (C)F.....P. Ryan-J. Oakie-B. Keaton.....	93..	6/1/45	b5/19/45
9025	Woman in Green, The (My)F..Basil Rathbone-Nigel Bruce.....	68..	7/27/45	b6/23/45

Current 1945-46

509	Crimson Canary (My)F.....Noah Beery, Jr.-Lois Collier.....	84..	11/9/45	b11/3/45
510	Daltons Ride Again (W)F....A. Curtis-M. O'Driscoll-L. Chaney..	72..	11/23/45	b11/17/45
513	Frontier Gal (D)F.....Y. DeCarlo-R. Cameron-A. Devine..	84..	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A.....Jess Barker-Lois Collier.....	75..	1/11/46	b1/5/46
511	House of Dracula (H)A.....Chaney-Carradine-O'Driscoll	67..	12/7/45	b12/8/45
502	Men in Her Diary (C)A.....J. Hall-L. Allbritton-P. Ryan.....	73..	9/14/45	b9/15/45
512	Pillow of Death (My)A.....L. Chaney-J. Ed. Bromberg.....	66..	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F.....B. Rathbone-N. Bruce.....	65..	10/26/45	b10/27/45
503	River Gang (M)F.....G. Jean-J. Qualen.....	64..	9/21/45	b9/22/45
514	Scarlet Street .....Ed. G. Robinson-Joan Bennett.....		12/21/45	a6/23/45
501	Shady Lady (CM)F.....C. Coburn-G. Simms-R. Paige.....	93..	9/7/45	b9/8/45
505	Strange Confession (M)A.....L. Chaney-B. Joyce.....	62..	10/5/45	b10/6/45
506	Senorita From the West (C)F.A. Jones-B. Granville.....	62..	10/12/45	b10/20/45
504	That Night With You (CM)F.F. Tone-S. Foster-L. Allbritton....	84..	9/28/45	b9/22/45
508	This Love of Ours (D)F.....Merle Oberon-Charles Korvin.....	90..	11/2/45	b10/27/45

COMING

516	Because of Him.....D. Durbin-C. Laughton-F. Tone.....		1/18/46	a11/10/45
	Brute Man .....Rondo Hatton-Jane Adams.....			
	Canyon Passage (Tech.).....D. Andrews-B. Donlevy-S. Hayward.....			a10/6/45
	Cat Creeps .....Lois Collier-Noah Beery, Jr.....			
	Design for Death.....Tom Neal-Martha O'Driscoll.....			
	House of Horrors.....Kent Taylor-Virginia Grey.....			
518	Idea Girl .....Jess Barker-Julie Bishop.....		2/22/45	a12/29/45
519	Little Giant .....Abbott-Costello		2/8/46	
	Man in Grey (D).....Margaret Lockwood-James Mason.....			
	Notorious Gentleman .....Kent Taylor-Virginia Grey.....			
514	Scarlet Street (D)A.....Ed. G. Robinson-Joan Bennett.....	102..	12/21/45	b12/29/45
	Seventh Veil (D)A.....James Mason-Ann Todd.....	94.....		b11/10/45
	Shahrazad (Tech.) .....Y. DeCarlo-B. Donlevy-J. P. Aumont.....			
	She Wolf of London.....Sara Haden-Una O'Connor	92.....		a1/5/46
	So Goes My Love.....Myrna Loy-Don Ameche.....			a11/24/45
	Spider Woman Strikes Back...G. Sondergaard-K. Grant-B. Joyce.....			a11/10/45
517	Tangier .....M. Montez-P. Foster-R. Paige.....		2/1/46	a11/10/45
520	Terror by Night.....B. Rathbone-Nigel Bruce		3/1/46	a11/17/45

Westerns (Current 1944-45)

9083	Beyond the Pecos.....Rod Cameron-Eddie Dew.....	59..	4/27/45	.....
9084	Renegades of the Rio Grande..Rod Cameron-Fuzzy Knight.....	57..	6/1/45	.....
9081	Riders of the Santa Fe.....Rod Cameron-Eddie Dew.....	60..	11/10/45	.....

Westerns (Current 1945-46)

1101	Bad Men of the Border.....Kirby Grant-Armita-Fuzzy Knight.	56..	8/28/45	.....
1102	Code of the Lawless.....Kirby Grant-Fuzzy Knight.....	55..	10/19/45	.....
1103	Trail to Vengeance.....Kirby Grant-Fuzzy Knight.....	54..	11/30/45	.....

Westerns (Coming)

1104	Gun Town .....Kirby Grant-Fuzzy Knight.....	53..	1/18/46	a12/22/45

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F.B. Stanwyck-D. Morgan.....	101..	8/11/45	b7/21/45
418	Conflict (D)A .....Humphrey Bogart-Alexis Smith.....	86..	6/30/45	b6/16/45
419	Corn is Green (D)A.....Bette Davis-John Dall.....	114..	7/21/45	b3/31/45
416	Escape in the Desert (D)F....Helmut Dantine-Jean Sullivan.....	79..	5/16/45	b4/28/45
417	Pillow to Post (C)A.....Ida Lupino-Sydney Greenstreet.....	92..	6/8/45	b5/19/45

Current 1945-46

504	Born for Trouble.....Van Johnson-Faye Emerson.....	57..	10/6/45	Reissue
506	Confidential Agent (D)F.....C. Boyer-L. Bacall-P. Lorre.....	118..	11/10/45	b11/3/45
508	Danger Signal (D)F.....Faye Emerson-Zachary Scott.....	78..	12/15/45	b11/17/45
503	It All Came True.....Humphrey Bogart-Ann Sheridan....	97..	10/6/45	Reissue
505	Mildred Pierce (D)A.....Joan Crawford-Jack Carson.....	111..	10/20/45	b9/29/45
501	Pride of the Marines (D)F...J. Garfield-E. Parker-D. Clark.....	119..	9/4/45	b8/11/45
502	Rhapsody in Blue (M)F.....Joan Leslie-Robert Alda.....	139..	9/22/45	b6/30/45
509	San Antonio (Tech.).....Errol Flynn-Alexis Smith.....	110..	12/29/45	b11/24/45
507	Too Young to Know (D)F.....Joan Leslie-Robert Hutton.....	86..	12/1/45	b11/17/45

COMING

	Appointment in Tokyo (Wa)...Documentary	54.....		b12/1/45
	Beast With Five Fingers.....R. Alda-A. King-P. Lorre.....			
	Big Sleep .....H. Bogart-Laurel Bacall.....			a2/16/46
	Burma Victory (Wa)A.....Documentary	62.....		b12/22/45
	Cinderella Jones .....Jean Leslie-Robert Alda.....			a6/10/44
	Devotion (D)A .....O. deHavilland-I. Lupino.....			a2/27/46
	Escape Me Never.....E. Flynn-I. Lupino-G. Young.....			
	Her Kind of Man.....Z. Scott-F. Emerson-D. Clark.....			a12/22/45
	Humoresque .....J. Crawford-J. Garfield-O. Levant.....			
	Janie Gets Married.....Joan Leslie-Robert Hutton.....			a11/24/45
510	My Reputation .....Barbara Stanwyck-George Brent....	94..	1/26/46	a6/3/44
	Never Say Goodbye.....Errol Flynn-Eleanor Parker.....			a12/1/45
	Night and Day.....C. Grant-A. Smith-J. Wyman.....			
	Nobody Lives Forever.....J. Garfield-G. Fitzgerald.....			a2/10/45
	Of Human Bondage.....P. Henreid-E. Parker-P Knowles.....			a8/18/44
	One More Tomorrow.....Ann Sheridan-Dennis Morgan.....			a11/26/44
	Open Verdict, The.....S. Greenstreet-P. Lorre-J. Lorring.....			
	Saratoga Trunk (D)A.....Gary Cooper-Ingrid Bergman.....	126.....		b11/24/45
	Shadow of a Woman.....Andrea King-William Prince.....			a4/28/45
	Stolen Life .....B. Davis-G. Ford-W. Brennan.....			a3/31/45
	The Man I Love.....Ida Lupino-Robert Alda.....			a11/24/45
511	Three Strangers .....Fitzgerald-Greenstreet-Lorre	92..	2/15/46	a4/21/45
	The Time, the Place & the Girl (Tech.) .....D. Morgan-J. Carson--J. Wyman.....			a12/1/45
	Two Guys From Milwaukee....Dennis Morgan-Joan Leslie.....			
	Two Mrs. Carrolls.....H. Bogart-B. Stanwyck-A. Smith.....			a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D).Harry Davenport-Sharyn Moffett.....Film Clas.			a10/6/44
	Adventure For Two (D)F.....Laurence Olivier-Penelope Ward....	89.....		b12/22/45
	Adventure in Music (M).....Jose Iturbi & Others.....	62.....		b5/27/44
	Battle for Music (Doc.)F.....London Philharmonic	74..	FourCents.	b10/30/44
	Cmainquebille (D)A .....French Cast	59..	Hoffberg	b10/28/44
	1812 (Hist.) .....Russian Cast	95..	Artkino	b9/16/44
	Fall of Berlin (Doc)F.....Russian Cast	70..	Artkino	b9/15/45
I	Know Where I'm Going(D)F.Wendy Hiller-Roger Livesay....	91..	GFD	b1/5/46
	Love on the Dole (D)A.....Deborah Kerr-Clifford Evans.....	89..	FourCents.	b10/20/44
	Strange Holiday (D)F.....Claude Rains-Robbie Stebbins.....	57..	Elite	b10/27/44

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello In Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
Affairs of Susan	Para.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
A Walk in the Sun	20th-Fox

B

Title	Company
Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond the Pecos	Univ.
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Billy Rose's Diamond Horseshoe	20th-Fox
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie Booked on Suspicion	Col.
Boston Blackie's Rendezvous	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brighton Strangler	RKO
Brute Man	Univ.
Bullfighters	20th-Fox
Burma Victory	WB
Buster Crabbe No. 3	PRC
But Not Goodbye	MGM

C

Title	Company
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Charlie Chan at Alcatraz	Mono.
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono.
Cinderella Jones	WB
Clock, The	MGM
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Colonel Blimp	UA
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Title	Company
Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Design for Death	Univ.
Detour	PRC
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Drifting Along	Mono.
Duchess of Broadway	Col.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Title	Company
Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
Enchanted Cottage	RKO
Enemy of the Law	PRC
Escape in the Desert	WB
Escape Me Never	WB
Experiment Perilous	RKO
Exposed by the Crime Doctor	Col.

F

Title	Company
Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fangs of the Wild	Astor
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Guardsman	Col.
First Yank Into Tokyo	RKO
Flame of Barbary Coast	Rep.
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Title	Company
Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius, Inc.	RKO
Gentle Annie	MGM
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
Gentlemen With Guns	PRC
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
G. I. Honeymoon	Mono.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Title	Company
Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
High Powered	Para.
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Honeymoon Ahead	Univ.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do?	PRC
Humoresque	WB

I

Title	Company
Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Isle of the Dead	RKO
It All Came True	WB
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Title	Company
Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jolson Story	Col.
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.

K

Title	Company
Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Title	Company
Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lightning Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.

M

Title	Company
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Marked Trails	Mono.
Marshal of Laredo	Rep.
Marshal of Rene	Rep.
Mask of Dijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder is Unpredictable	Col.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Reputation	WB

N

Title	Company
National Velvet	MGM
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Title	Company
Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of This World	Para.
Over 21	Col.

P

Title	Company
Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Patrick the Great	Univ.
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perilous Holiday	Col.
Phantom of the Desert	Col.
Phantom of 42nd Street	PRC
Phantom Speaks	Rep.
Phantom of the Plains	Rep.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Title	Company
Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dawn	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Title	Company
Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
Salty O'Rourke	Para.
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
See My Lawyer	Univ.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shahrazad	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swing Out Sister	Univ.
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three's a Crowd	Rep.
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Undercover Woman	Rep.
Underdog, The	PRC
Unseen, The	Para.
Up Goes Maisie	MGM

V

Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Vampire's Ghost	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Love	MGM
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA

Z

Ziegfeld Follies	MGM

NEW PICTURES STARTED LAST WEEK

Seven pictures started at three studios last week. A year ago last week 15 pictures went before the cameras. Last week's starters:

PRC

Gentlemen With Guns—(Color) Principals: Eddie Dean, Mary Kenyon, Roscoe Ates. Director, Robert Emmett.

Buster Crabbe No. 3—Principals: Buster Crabbe, Al St. John, Patti McCarty. Director, Sam Newfield.

REPUBLIC

Passkey to Danger—Principals: Stephanie Bachelor, Kane Richmond, Gerald Mohr, Adele Mara. Director, Frank McDonald.

Lonely Hearts Club—Principals: Jane Withers, James Lydon, Grant Withers, Raymond Walburn. Director, George Blair.

UNIVERSAL

The Cat Creeps—Principals: Lois Collier, Fred Brady, Noah Beery, Jr. Director, Erle C. Kenton.

Design for Death—Principals: Tom Neal, Martha O'Driscoll, Donald MacBride. Director, Will Jason.

Scheherazade—(Color) Principals: Yvonne De Carlo, Brian Donlevy, Jean Pierre Aumont. Director, Walter Reisch.

TITLE CHANGES

"Genius at Work" (RKO) now GENIUS, INC.

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Bandit of Sherwood Forest Renegades Perilous Holiday Exposed by the Crime Doctor So Dark the Night Murder Is Unpredictable That Texas Jamboree	Pardon My Past	Gilda Duchess of Broadway Walls Came Tumbling Down Jolson Story Night Editor
METRO	Ziegfeld Follies Hold High the Torch Adventure Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years	Yearling, The No Leave, No Love Time for Two Army Brat Till the Clouds Roll By Three Wise Fools Fiesta Faithful in My Fashion But Not Goodbye
MONO.	Face of Marble Black Market Babies Live Wires Red Dragon Charlie Chan at Alcatraz Joe Palooka, Champ Gay Cavalier	Shadow Returns Strange Mr. Gregory Swing Parade of 1946 Junior Prom Fear	Suspense
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love of Martha Ivers Ladies Man	California Big Town Searching Wind Strange Love
PRC	White Pongo Why Girls Leave Home Wife of Monte Cristo	Once And For All Murder Is My Business Man Without a Gun	Gentlemen With Guns
RKO	Ding Dong Williams' Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius, Inc. Truth About Murder	Notorious Till the End of Time Sister Kenny Without Reservations Step By Step Crack-Up
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona	In Old Sacramento Glass Alibi One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home	Smoky Wake Up and Dream Do You Love Me?	Three Little Girl in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Black Beauty Somewhere in the Night Dark Corner Strange Triangle
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun	Sin of Harold Diddlebock Strange Woman
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl She Wolf of London	Seventh Veil	Notorious Gentleman So Goes My Love Cat Creeps Design for Death Shahrazad
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict	Escape Me Never Beast With Five Fingers Humoresque Two Guys From Milwaukee

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

		Comment	Running Time	Reviewed Issue Of
		ALL-STAR COMEDIES		
6409	A Knight and a Blonde		14	
6404	Booby Dupes	Average	17	3/31/45
6428	Design for Loving	Tops	21	12/16/44
6401	Gents Without Coats		19	
6426	Gold Is Where You Lose It	Fair	16½	12/30/44
6429	Heather and Yon	So-So	17	3/24/45
6405	Idiots DeLuxe	Fair	17½	8/25/45
6423	Jury Goes Round 'n' Round	Fair	18	8/18/45
6402	No Dough, Boys		17	
6431	Off Again, On Again	Fair	16	3/31/45
6427	Open Season for Saps	Farce	18	12/16/44
6435	Pistol Packin' Nitwits	Fair	17	4/28/45
6432	She Snoops to Conquer	Average	18	3/10/45
6430	Snooper Service	Fair	14½	3/24/45
6421	Strife of the Party	Pleasing	16	12/16/44
6403	Three Pests in a Mess	Slapstick	15	5/12/45
6432	Two Local Yokels	Average	17½	5/19/45
6425	Wedded Bliss	Fair	17	11/18/44
6411	Wife Decoy		17	
6410	Woe! Woe!	Average	16	3/10/45
		COLOR RHAPSODY		
6505	Carnival Courage		7	
6501	Dog, Cat and Canary		6	
6503	Fiesta Time		7½	
6504	Hot-Foot Lights	Funny	7	3/25/45
6502	Rippling Romance		8	
		COMMUNITY SINGS		
6651	No. 1 (Leibert) Love Love, Love	Good	9½	11/18/44
6652	No. 2 (Baker) Ikky Tikky Tambo		9	
6653	No. 3 (Baker) Swinging on a Star		10	
6654	No. 4 (Leibert) Hot Time in Berlin	Good	9	3/10/45
6655	No. 5 (Baker) Tico Tico	Fine	11	3/10/45
6656	No. 6 (Don Baker) Very Thought of You	Good	10	4/28/45
6657	No. 7 (Leibert) I'll Walk Alone		11	
6658	No. 8 (Leibert) Sweet and Lovely	Musical	9	6/ 2/45
6659	No. 9 (Baker) Confessin'	Good	10	8/25/45
6660	No. 10 (Baker) Rum and Coca Cola	Good	10	8/25/45
6661	No. 11 (Leibert) Little on the Lonely Side	Good	10	8/18/45
6662	No. 12 (Leibert) Bell-Bottom Trousers	Good	11	11/10/45
6663	No. 13 (Special) Patriotic Songs		10½	
		FILM-VODVIL		
6952	Al Trace's Comedy Band	Excellent	11	12/16/44
6954	Korn Kobblers	Good	11	4/28/45
6951	Kehee's Marimba Band		11	
6955	Lowe, Hite & Stanley	Diverting	11	6/ 2/45
6953	Rootin' Tootin' Band		11	
		FOX & CROW		
6751	Be Patient, Patient		7	
6752	Egg-Yegg	Amusing	7½	3/31/45
6753	Kukunuts	Funny	6½	3/25/45
6754	Treasure Jest	Good	6½	3/16/45
		LI'L ABNER		
6602	Kickapoo Juice	Amusing	7	3/31/45
6601	Porkuliar Piggy	Funny	7	12/16/44
		PANORAMICS		
6001	A Harbor Goes to France		10	
		PHANTASIES		
6702	As the Fly Flies		6	
6704	Bobby Seeks	Good	6	8/18/45
6703	Goofy News Views	Has Possibilities	7	6/ 2/45
6701	Mutt 'n' Bones	Fair	7	12/23/44
		SCREEN SNAPSHOTS		
6851	No. 1 (GI Joe In Hollywood)	Fair	10	12/ 2/44
6852	No. 2 (The Mike Goes to War)		10	
6853	No. 3 (Ken Murray, M.C.)		10	
6854	No. 4 (Variety-Mowbray)		9½	
6855	No. 5 (G.I. Janes in Hollywood)	Average	10	3/10/45
6856	No. 6 (Vallee-Allen)	Good	9	4/14/45
6857	No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	4/14/45
6858	No. 8 (Letters to G.I.)		10	
6859	No. 9 (Doctors in Make-Up)		9½	
6860	No. 10 (Eddie Canter-Ginny Simms)	Excellent	10	8/25/45
		SPORTS REEL		
6803	Aqua-Maids		9½	
6809	Chips and Putts		9	
6802	Hedge Hoppers	Selective	8	12/16/44
6808	Hi-ho Rodeo		9	
6807	Iron Masters	Excellent	9½	5/ 5/45
6801	K-9-Kadets		10½	
6805	Kings of the Fairway	Interesting	10	4/21/45
6806	Rough and Tumble	Very Funny	9	4/14/45
6810	Salmon Fishing		9	
6804	Striking Champions		10	
		SERIALS		
6120	Black Arrow	15 Chaps.		
6140	Brenda Starr, Reporter	13 Chaps.		
6160	Monster and the Ape	15 Chaps.		5/26/45

METRO-GOLDWYN-MAYER
(1943-44)

		CARTOONS (Tech.)		
W-542	Barney Bear's Polar Pest			
W-538	Bear Raid Warden	Good	8	8/26/44
W-539	Big Heel-Watha	Excellent	8	9/ 2/44
W-546	Jerkey Turkey	Fair	8	5/12/45
W-541	Mouse Trouble			
W-540	Puttin' on the Dog	Very Funny	7	11/ 4/44
W-543	Screwy Truant	Good	7	5/12/45
W-545	Shooting of Dan McGee	Kids Itself	8	4/21/45
W-544	Unwelcome Guest			
		CRIME-DOES-NOT-PAY		
A-502	Fall Guy	Fair	20	5/12/45
A-503	Last Installment	Absorbing	19	5/12/45
A-504	Phantoms Inc.		17	
		MINIATURES (10)		
M-590	Little White Lie			
M-589	Nostradamus IV	Very Good	10	11/ 4/44
M-588	Somewhere, USA (Tech.)		10	
M-587	Why Daddy		9	
		PASSING PARADE		
K-574	A Lady Fights Back	Interesting	10	1/ 6/45
K-572	Grandpa Called It Art	Good	10	10/ 7/44
K-575	It Looks Like Rain			
K-573	Return From Nowhere	Interesting	10	11/ 4/44
K-576	Seesaw and the Shoes	Exceptional	10	5/12/45
		PETE SMITH SPECIALTIES (14)		
S-557	Football Thrills of 1943	Very Good	8	11/ 4/44
S-560	Hollywood Scout	Unique	8	5/12/45
S-555	Movie Pests	Pointed Fun	10	8/ 5/44
S-558	Safety Sleuth	Hilarious	10	12/16/44
S-556	Sports Quiz	Very Good	10	9/ 2/44
S-559	Track and Field Quiz			
		TRAVELTALKS (12) (Tech.)		
T-520	City of Brigham Young			
T-518	Colorful Colorado		8	
T-521	Monumental Utah	Excellent	9	9/ 2/44
T-519	Roaming Through Arizona		10	
T-522	Wandering Here and There	Instructive	9	1/13/45

(1944-45)

		CARTOONS		
W-631	Mouse Comes to Dinner		7	
W-632	Mouse in Manhattan		8	
W-633	Tee for Two		7	
W-634	Swing Shift Cinderella		8	
		TRAVELTALKS		
T-612	Seeing El Salvador		9	
T-611	Shrines of Yucatan	Instructive	9	1/13/45
T-613	Modern Guatemala City		8	

PARAMOUNT

		CLASSICS CARTOONS (Tech.) (4)		
C4-10	Hunky and Spunky		7	Reissue
C4-9	Kids in the Shoe		7	Reissue
C4-7	Little Stranger		7	Reissue
C4-8	Snubbed by a Snob		7	Reissue
		GEORGE PAL PUPPETOONS		
U4-6	Hatful of Dreams	Excellent	9	4/28/45
U4-3	Hot-Lip Jasper	Excellent	8	1/27/45
U4-7	Jasper's Booby Traps	Very Good	8	6/ 2/45
U4-8	Jasper's Close Shave	Good	8	8/ 4/45
U4-5	Jasper's Minstrels	Fair	9	4/28/45
U4-1	Jasper's Paradise	Excellent	7½	12/30/44
U4-4	Jasper Tell	Amusing	8	2/ 3/45
U4-2	Two Gun Rusty	Very Good	7½	11/11/44
		LITTLE LULU		
D4-4	Beau Ties	Fair	8	6/ 9/45
D4-1	At the Zoo	Entertaining	8	3/10/45
D4-2	Birthday Party	Excellent	8	3/10/45
D4-5	Daffydilly Daddy	Good	8	10/13/45
D4-3	Magica-Lulu	Amusing	8	5/ 5/45
D4-6	Snap Happy			
		NOVELTOONS		
P4-5	Lamb in a Jam	Good	8	8/ 4/45
P4-6	A Self-Made Mongrel	Funny	8	10/13/45
P4-4	Scrappily Married	Very Funny	8	8/31/45
P4-3	When GI Johnny Comes Home	Exceptional	8	5/ 5/45
P4-1	Yankee Doodle Donkey	Amusing	8	1/27/45
P4-2	Gabriel Churchkitten	Winsome	8½	3/10/45
		MUSICAL PARADES		
FF4-5	Boogie Woogie	Good	20	6/ 2/45
FF4-1	Bonnie Lassie	Very Good	19	9/23/44
FF4-3	Bombalera	Super	20	1/27/45
FF4-4	Isle of Tabu	Good	20	3/10/45
FF4-2	Star Bright	Excellent	20	12/23/44
FF4-6	You Hit the Spot	Entertaining	20	9/22/45
		POPEYE		
E4-5	For Better or Nurse		7½	
E4-6	Mess Production	Good	7½	11/17/45
E4-2	Pop-Pie Ala Mode	Good	8	6/ 2/45
E4-4	Shape Ahoy	Good	7½	9/ 1/45
E4-1	She-Sick Sailors	Good	8	3/31/45
E4-3	Tops in the Big Top	Good	7	8/ 4/45
		POPULAR SCIENCE		
J4-1	No. 1	Interesting	10	12/30/44
J4-2	No. 2	Excellent	10	12/30/44
J4-3	No. 3	Interesting	10	1/27/45
J4-4	No. 4	Very Interesting	10	5/12/45
J4-5	No. 5	Good	10	6/ 9/45
J4-6	No. 6	Excellent	10	8/ 4/45
		SPEAKING OF ANIMALS		
Y4-1	As Babies	Tops	9	12/30/44
Y4-6	From A to Zoo	Excellent	9	8/ 1/45
Y4-5	In a Musical Way	Excellent	9	8/18/45
Y4-3	In the Public Eye	Good	10	5/24/45
Y4-4	Talk of the Town	Very Funny	9	5/26/45
Y4-2	Who's Who in Animal Land	Tops	9	1/27/45
		SPORTLIGHTS		
R4-5	Blue Winners	Excellent	9	1/27/45
R4-2	Brongs & Brands	Thrilling	9½	12/30/44
R4-10	Campus Mermaids	Good	9	9/ 1/45
R4-9	Canine-Feline Capers	Good	9	8/18/45
R4-8	Fan Fare	Fair	9	8/ 8/45
R4-3	Long Shots or Favorites	Good	9½	2/10/45
R4-4	Out Fishin'	Excellent	9½	4/21/45
R4-6	Game Bag	Excellent	9½	3/31/45
R4-1	Rhythm on Wheels	Good	9½	12/ 2/44
R4-7	White Rhapsody	Thrilling	9	5/12/45
		UNUSUAL OCCUPATIONS		
L4-1	No. 1	Interesting	10	11/ 4/44
L4-2	No. 2	Interesting	10	2/24/45
L4-3	No. 3	Very Fine	10	3/10/45
L4-4	No. 4	Interesting	10	5/12/45
L4-5	No. 5	Interesting	10	8/15/45
L4-6	No. 6	Interesting	10	10/13/45

RKO RADIO

		DISNEY CARTOONS (18) (Tech.)		
54110	African Diary		7	
54112	Californy 'Er Bust	Fair	7	6/16/45
54113	Canine Patrol	Excellent	7	9/22/45
54107	Clock Watcher	Good	7	1/13/45
54118	Cured Duck		7	
54108	Dog Watch	Good	7	1/ 6/45
54111	Donald's Crime		8	
54105	Donald's Off Day	Funny	7	1/ 6/45
54114	Duck Pimples	Very Good	8	6/ 9/45
54109	Eyes Have It	Entertaining	7	5/12/45
54103	First Aiders	Excellent	7	12/ 2/44
54117	Hockey Homicide		8	
54104	How to Play Football	Timely	8	12/ 9/44
54116	No Sail	Good	7	8/25/45
54115	Legend of Coyote Rock	Very Funny	7	8/25/45
54102	Plastics Inventor	Excellent	7	8/18/45
54101	Springtime for Pluto		7	
54106	Tiger Trouble	Funny	7	1/18/45
		EDGAR KENNEDY		
53401	Feather Your Nest	Good	18	12/16/44
53402	Alibi Baby	Comedy	18	1/13/45
54405	It's Your Move	Fair	17	8/18/45
53403	Sleepless Tuesday	Some Laughs	18	4/28/45
53404	What, No Cigarets?	Poor	18	7/ 7/45
53406	You Drive Me Crazy	Fair	17	11/10/45
		FLICKER FLASHBACKS		
54201	No. 1		10	
54202	No. 2	Good	9½	11/11/44
54203	No. 3		9	
54204	No. 4	Hilarious	9	2/24/45
54205	No. 5	Swell Ribbing	9	3/31/45
54206	No. 6	Good	8	4/21/45
54207	No. 7		7	
		HEADLINER REVIVALS		
53201	Songs of the Colleges		15	
53204	Swing Fever		19	
53202	Swing It		16	
53203	Swing Vacation		19	
		LEON ERROL		
53707	Beware of Redheads	Good	17	9/22/45
53703	Birthday Blues	Average	17	4/14/45
53706	Double Honeymoon	Good	18	8/18/45
53702	He Forgot to Remember		17	
53704	Let's Go Stepping		17	
53701	Triple Trouble	Good Hokum	17	11/11/44
53705	It Shouldn't Happen to a Dog	Fair	18	8/25/45
		SPORTSCOPES		
54308	Athlete of the Year	Good	8	4/21/45
54313	Colorado Rainbows	Good	8	9/22/45
54306	Court Craft	Action	8	4/21/45
54305	Five Star Bowlers	Class Appeal	8	2/24/45
54304	Parallel Skiing	Good	8	1/ 6/45
54303	Saddle Starlets	Good	8	12/23/44
54302	School for Dogs	Interesting	8	12/30/44
54307	Ski Gulls	Thrills	8	3/31/45
54311	Tee Tricks	Excellent	8	7/ 7/45
54309	Timberdoodles	Interesting	8	4/23/45
54310	West Point Winners	Very Good	8	7/ 7/45
54312	Mexican Playland	Good	8	8/25/45
		THIS IS AMERICA		
53113	Americans in Paris	Good	16	11 24 45
53111	Annapolis	Interesting	16	9/22/45
53108	Battle of Supply	Excellent	17	7/ 7 45
53112	California Boom Town	Very Good	16	10 27 45
53107	Dress Parade	Very Good	16	5/12/45
53106	Guam-Salvaged Island	Excellent	17	4/21/45
53105	Honorable Discharge	Educational	17	3/24/45
53102	New Americans	Interesting	19	1/ 6/45
53104	On Guard	Exciting	17	5 5/45
53110	Policing Germany	Excellent	16	8 11 45
53103	Power Unlimited	Interesting	17	2 24/45
53101	West Point	Revealing	17	12/ 9/44
53109	China Life Line	Excellent	16	7 28 45

REPUBLIC

483	Federal Operator 99		15	Chaps.
482	Manhunt of Mystery Island		15	Chaps.
581	Phantom Rider		12	Chaps.
484	Purple Monster Strikes		15	Chaps.
481	Zorro's Black Whip		12	Chaps.

20th CENTURY-FOX

LEW LEHR

8802 Do You Remember.....
8801 Sea Feed Mamas..... 8 .....

MARCH OF TIME

1 Post War Farms.....
2 What to Do With Germany .....Excellent ..... 18½.. 9/30/44
3 Uncle Sam Mariner.....
4 Inside China .....Revelatory ..... 17½..12/ 2/44
5 Unknown Battle .....Interesting .... 19 ..12/30/44
6 Report on Italy.....Outstanding ... 17 .. 2/ 3/45
7 West Coast Question.....Interesting .... 16 .. 2/24/45
8 Memo to Britain.....Interesting .... 16 .. 3/24/45
9 Returning Veteran .....Interesting .... 17 .. 4/14/45
10 Spotlight on Congress....Informative .... 16 .. 5/19/45
11 Teen-Age Girls .....Excellent ..... 17 .. 6/16/45
12 Where's the Meat?.....Fair ..... 17 .. 7/28/45
13 New U. S. Frontier.....Unusual ..... 16 .. 8/11/45

MOVIETONE ADVENTURE

8256 Alaskan Grandeur (Tech.).Interesting .... 8 .. 3/10/45
8254 Black, Gold and Cactus (Tech.) .....
8257 Canyons of the Sun.....Educational .... 8 .. 2/10/45
8255 City of Paradox.....
8261 Empire State .....
8259 Isle of Romance.....
8262 Jewels of Iran.....
8258 Land of 10,000 Lakes....Interesting .... 8 .. 3/10/45
8251 Mexican Majesty (Tech.).....
8201 Modeling for Money.....
8263 Mystic India .....
8260 Sikhs of Pallala.....

SPORTS REVIEWS

8351 Blue Grass Gentlemen (Tech.) .....
8302 Steppin Pretty .....
8354 Down the Fairways.....
8352 Trolling for Strikes (Tech.) .....
8353 Nova Scotia .....Fair ..... 8 .. 3/10/45

SPECIAL

8401 Three Sisters of the Moors ..... 20 .....

UNITED ARTISTS 1944-45

DAFFY-DITTYS

Cross-Eyed Bull .....Very Good .... 10 ..11/ 4/44
Flying Jeep .....
Lady Says No.....
Pepito's Serenade .....
Choo Choo Amigo.....

WORLD IN ACTION

Now—The Peace .....Good ..... 21 .. 5/19/45
When Asia Speaks.....Interesting .... 19 ..12/ 9/44

UNIVERSAL

NAME BAND MUSICALS

0128 Artistry in Rhythm.....Fair ..... 15 .. 6/16/45
0122 Harmony Highway .....Fair ..... 15 ..12/30/44
0124 Jive Busters .....Average ..... 15 .. 4/21/45
0125 Melody Parade .....
0123 On the Mellow Side.....Excellent ..... 15 ..12/30/44
0127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
0126 Swing Serenade .....Very Good ..... 15 .. 5/12/45
0121 Swingtime Holiday .....Good ..... 15 ..12/30/44
0120 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

0373 ABC Pin-Up .....Good ..... 9 .. 2/10/45
0375 Author in Babyland.....Interesting .... 9 .. 5/12/45
0376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
0371 Idol of the Crowd.....Interesting .... 9 ..11/ 4/44
0378 Kosine Aristocrats .....Good ..... 9 .. 9/22/45
0372 One-Man Newspaper ....Interesting .... 10 ..12/23/44
0374 Pigtail Pilot .....Exceptional .... 9 .. 1/27/45
0377 School for Mermaids.....Good ..... 8 .. 8/25/45

SWING SYMPHONIES

0231 Abou Ben Boogie.....Fair ..... 7 ..11/ 4/44
0235 Painter and the Pointer .....Amusing ..... 7 ..12/23/44
0234 Pied Piper of Basin Street .....Entertaining ... 8 .. 2/10/45

TECHNICOLOR CARTUNES

0232 Beach Nut, The.....Good ..... 7 ..12/16/44
0236 Chew Chew Baby.....Hilarious ..... 7 .. 2/24/45
0239 Crow Crazy .....Funny ..... 7 .. 8/25/45
0240 Dippy Diplomat .....
0235 Painter and the Pointer.....
0233 Ski for Two.....Tops ..... 7 ..12/30/44
0238 Woody Dines Out.....Good ..... 7 .. 5/12/45

SPECIAL FEATURETTES

0112 Lili Marlene .....Engrossing .... 21 ..11/11/44
0110 World Without Borders..... 21 .....

VARIETY VIEWS

0352 Dogs for Show.....Very Fine ..... 8 ..12/23/44
0351 From Spruce to Bomber..Interesting .... 8 ..12/16/44
0353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 ..12/23/44
0354 White Treasure .....Interesting .... 8 .. 1/13/45
0356 Wingmen of Tomorrow...Interesting .... 10 .. 8/16/45
0355 Your National Gallery....Interesting .... 10 .. 2/24/45
0357 Victory Bound .....Interesting .... 9 .. 8/ 1/45
0358 Village of the Past.....Good ..... 8 .. 8/25/45

SERIALS

9581 Jungle Queen ..... 13 Chaps.
9881 Master Key ..... 13 Chaps. 5/ 5/45
9681 Mystery of the River Boat... 13 Chaps. 12/ 2/44
9781 Raiders of Ghost City..... 13 Chaps. 8/12/44
9981 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 .. 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 ..11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1313 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Actors.....Good ..... 20 .. 4/14/45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30/44
1108 It Happened in Springfield .....Magnificent .. 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands.....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1103 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good .... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3/ 3/45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky.....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard....Fair ..... 10 ..10/28/45
1704 Behind the Meat Ball...Good ..... 7 .. 4/14/45
1713 Book Revue .....Very good..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1708 Fresh Airdale .....Very Funny ... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peek Up Your Troubles..Good ..... 7 ..10/16/45
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1709 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimesquades .....Interesting .... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1006 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional .... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good .... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/26/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Day .....Very Good .... 10 .. 8/23/44

1945-46 PRODUCT
COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½..11/10/44
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers ..... 16½.....
7422 Dance, Dunce, Dance!....Funny ..... 18½..10/27/44
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell.....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/44
7402 Micro-Phonies ..... 17 .....
7435 Spook to Me..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Past Begins..... 17 .....

COLOR RHAPSODY

7501 River Ribber ..... 6 .....

COMMUNITY SINGS

5657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/44
7652 No. 2 (Baker) You Belong to My Heart..... 18 .....
7653 No. 3 (Baker) Dream ..... 10 .....
7654 No. 4 (Baker) Good, Good, Good..... 11 .....
7655 No. 5 (Leibert) No Can Do .....
7656 No. 6 (Baker) That Feeling in the Moonlight .....

FILM VODVIL

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra ..... 11 .....

FLIPPY

7601 Catnipped ..... 7½.....

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½.....

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlew Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) ..... 9 .....
7854 No. 4 (Hollywood Celebrations)..... 9 .....
7855 No. 5 (Movie Stunt-men & Doubles)..... 19 .....
7856 No. 6 (Wendell Niles and Prindle).....

SPORT REELS

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaids' Paradise ..... 9½.....
7805 Wrestling .....

SERIALS

7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 10 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 ../1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor .....
S-752 Guest Pests ..... 8 .....
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11 ..12/ 1/45
K-775 Magic on a Stick.....
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny ..... 10 .....
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU

D5-1 Man's Pest Friend.....
D5-2 Bargain Counter Attack.....

NOVELTOONS

P5-1 The Friendly Ghost.....
P5-2 Old MacDonald Had a Farm .....

MUSICAL PARADES

FF5-1 Little Witch .....Very Good .... 20 ..11/10/45
FF5-2 Naughty Nanette .....
FF5-3 College Queen .....

POPEYE

E5-1 House Tricks .....
E5-2 Service With a Guile.....

POPULAR SCIENCE

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 .....
J5-3 No. 3 .....

SPEAKING OF ANIMALS

Y5-1 Animal-ology .....Very Funny .... 8 ..11/ 3/45
Y5-2 Hillbillies .....

SPORTLIGHTS

R5-1 What a Picnic.....Interesting .... 8 ..10/13/45
R5-2 Paddle Your Own.....Good ..... 8 ..11/17/45
R5-3 Running the Team.....
R5-4 Good Dog .....
R5-5 Dixie Pointers .....

UNUSUAL OCCUPATIONS

L5-1 No. 1 .....
L5-2 No. 2 .....
L5-3 No. 3 .....

RKO RADIO 1945-46

DISNEY CARTOONS

64101 Canine Patrol ..... 7 .....
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....

FLICKER FLASHBACKS

64201 No. 1 .....Funny ..... 7 ..11/17/45
64202 No. 2 ..... 7 .....
64203 No. 3 ..... 7 .....

HEADLINER REVIVALS

63201 The Derby Decade..... 22 .....
63202 Russian Dressing ..... 18 .....

LEON ERROL

63701 Beware of Redheads..... 17 .....

RAY WHITLEY WESTERN MUSICALS

63501 Western Welcome ..... 18 .....
63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....

SPECIAL

671 The House I Live In.....Excellent ..... 10 ..10/13/45

SPORTSCOPES

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64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... 8 .....

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63101 Airline to Everywhere...Excellent ..... 17 ../1/ 5/46

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2404 So You Think You're Allergic
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Say MISTER--



How About Those OTHER KIDS?

We're WALKING again! Yes, Mister, thanks to you and last year's swell MARCH OF DIMES campaign, we're running and playing and having fun, just like all the kids in our neighborhood . . . BUT . . .

Say, Mister . . . HOW ABOUT THOSE OTHER KIDS?

We mean the kids back in the hospital we came from. The kids who can't move their legs . . . who must stay in bed all day, or sit in wheel-chairs . . . The kids who never had a chance to SWIM . . . or SKIP ROPE . . . or play BASEBALL . . . or to know how good it is to feel green grass crunching between their bare toes.

They're swell kids, Mister . . . and we know they'll be grateful too . . . if you'll help them to WALK again . . . to LIVE again!

They're just a bunch of *little* kids, Mister, just like us . . . and they can't do the job themselves . . . That's why they're counting on YOU . . . to run the Greer Garson appeal TRAILER, that's even better than the one that brought in over SIX MILLION DOLLARS last year . . . to put over that 1946 MARCH OF DIMES campaign . . . even bigger than before!

You won't let those kids down . . . will ya, Mister?

Will ya?

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NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY



MOTION PICTURE DRIVE
MARCH of DIMES
JANUARY 24-30

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

EXHIBITORS SELECT OUTSTANDING PICTURES AND STARS OF 1945

–See:

LEADERS OF THE MOTION PICTURE INDUSTRY –Section Two

REVIEWED IN THIS ISSUE

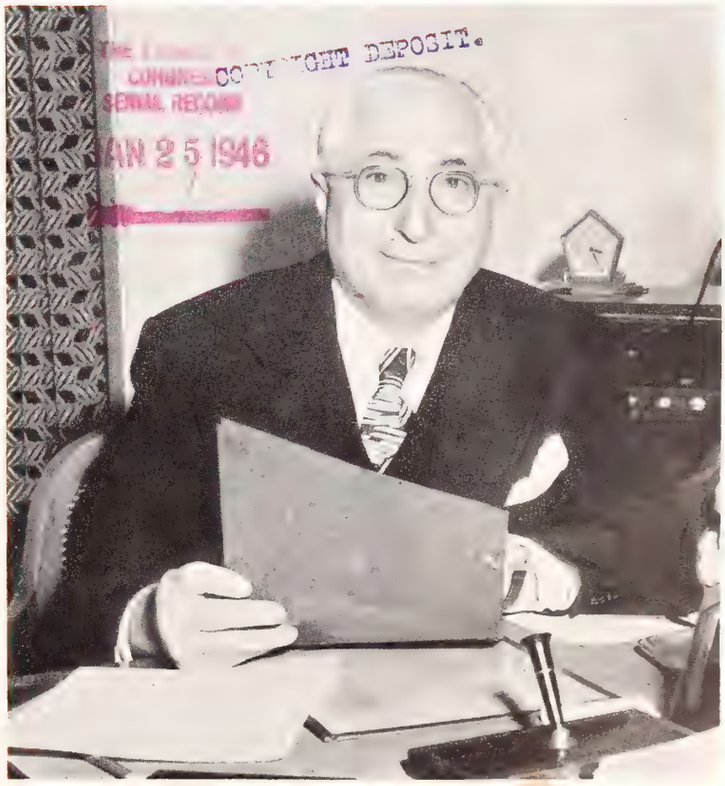
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In Two Sections Section One

JANUARY 19, 1946

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Louis B. Mayer (See Page 4)

1946 WILL BE A YEAR OF ADVENTURE!



The drive with a heart! MARCH OF DIMES (Jan. 24-30)

EDITORIAL PAGE

Taxes and Legislation

The mail that flows across this desk indicates very strongly that there are many and many independent exhibitors who are critical of the type of representation the exhibition branch of this industry has received in Washington in connection with the admission tax.

There is no denying the fact that one can find little reason to compliment those who claimed to have represented the theatre branch of the industry at the hearings which preceded enactment of the tax measure that puts a twenty per cent impost on theatre admissions. Indeed, one can say only that the efforts were distinguished chiefly by their failure to accomplish anything whatsoever.

This condition serves further to emphasize the vital necessity for an overall revamping of the exhibitor front with respect to its representation in taxes and other matters coming under the general heading of public relations.

The most hopeful sign on the horizon—in our opinion—is the proposed national organization to be set up by the so-called Theatres Activities Committee. Here, we believe, is the blueprint for something that will be a definite service to the theatremen directly and the whole industry indirectly. For there is a formula suggested which—if followed in the spirit and letter outlined by the sponsors of the TAC plan—can accomplish that unity of action which is vitally necessary in matters of proposed federal, state and municipal taxes. We say this because the TAC is firmly dedicated to the very sensible premise that taxation and legislation should be the most important objectives of the exhibition branch working for one common aim through the medium of an association or group such as is proposed.

It appears that certain elements are trying to throw up a smoke screen with which to obscure the real issue behind the whole TAC idea. For what reason or reasons it is not important to either conjecture or discuss. However, one of the outcries—appealing to the fear motive—is all about "circuit domination." Well, in the first place why is circuit domination so certain to become a fact in this organization and if there is more circuit representation than independent theatre owner membership, what harm will there be in that? Particularly when you take into account that the TAC plan is to function, not as a competitor to either of the present two exhibitor organizations, but will concern itself with outside-the-industry matters. And has anybody who is doing the jitter-dance over this bogie man called "circuit domination" figured out that the circuit has as much at stake as the independent theatre owner when it comes to matters affecting the running of their business? Thus, anything the circuits accomplish for themselves with respect to lower taxes, for example, automatically benefits all theatre owners and operators.

However, we do not believe the circuit affiliates will ever dominate the Theatre Activities Committee. The method they have worked out for the selection of the regional delegates should result in an almost two-to-one advantage for the independent as against the circuits.

▲ ▲ ▲

Monogram's Broidy

Steve Broidy's meeting with the trade press this week in New York disclosed some interesting and important information regarding the company's future plans.

Monogram's move into the higher bracket pictures class was emphasized by the recently completed elaborate production "Suspense."

Things seem to be moving at a fast pace under the guidance of the new president of Monogram.

▲ ▲ ▲

Straw-In-The-Wind

Those who have followed the progress of the government divorcement suit through their trade journals must by this time have come to the same conclusion that we have, namely, that it appears highly improbable that the court is going to agree entirely with the government's contention that divorcement will solve the ills of the industry.

We spent many years of our business career in the exhibition branch of this industry. And during those many years we were always convinced that if we had to have circuit competition we would much rather it be an affiliated circuit than an independent chain.

▲ ▲ ▲

Leaders of the Industry

Part Two of this week's issue reports the result of our poll of exhibitors as to the Leading pictures and stars for the 1944-45 season. As in past years, since 1938 to be precise, our nation-wide survey has accurately reflected the record of picture and star performance for the preceding season and also has most accurately mirrored prevailing exhibitor opinion on vital trade matters. With confidence in its revelations, we present with pride our Leaders of the Motion Picture Industry for 1945.

—"CHICK" LEWIS

Anti-Trust Trial Judge Calls Divorcement 'Drastic Remedy'

The anti-trust suit in which the government charged monopoly exists in the motion picture industry and named eight producer-distributor companies as defendants, had its final three days in court this week as oral arguments by prosecution and defense attorneys were presented in New York U. S. District Court. Optimism that the government's case had bogged down when brought to court appeared to run through the ranks of the representatives of the film companies after points scored by defense, and remarks from the bench, regarding the government demand for "divorcement," indicated that at least one of the judges regarded this demand as "drastic."

The expression from the bench regarding divorcement came when Circuit Judge Augustus N. Hand, presiding jurist of the three-man statutory court, declared to Robert L. Wright, assistant U. S. attorney and prosecutor of the government action, "your great aim is to upset all ownership of theatres. Now that is an extremely drastic remedy that I should think it extremely unlikely that this court will give. But that is merely a first impression by myself, and I've got to study this very carefully in other ways than just by merely reading through the briefs once, of course." The same justice later declared following a vigorous plea on behalf of Columbia by Louis D. Frohlich that, "I never could make out much of a case against you, either at the beginning of this action or now, but maybe I will become convinced to the contrary later on."

Objects to All Clearance

Wright had opened the proceedings, Tuesday, with a summation of the U. S. case, and declared that the Government was against all clearance of any sort. The U. S. attorney declared that an abolishment of clearance and run, divorcement and the scrapping of the consent decree was necessary in his opinion. The court, asked the U. S. counsel through Justice Hand if he had a system to replace the one he was breaking down. Wright's reply was, "We advocate fundamentally a system where a distributor is free to function as a distributor without any agreement or affiliation binding him to some exhibitor for the purpose of eliminating competition between exhibitors." Defense attorneys characterized this statement as "typical" of the "Government inability" to answer a question squarely. The court then asked Wright what he would suggest as an alternate to divorcement if that issue was not granted. Wright said, "A substitute for divorcement would allow a defendant to play only in his own theatres and, of course, those of independents, provided it is understood by the court that a freeze would be put on further acquisition of theatres."

Wright declared that run and clearance were a product of affiliation, a statement challenged by Whitney Seymour, Paramount attorney, who declared they were in existence by 1915 before any of the present companies had acquired theatres.

The defense case was opened by John W. Davis for Loew's who told the court that he was not as learned as the U. S. counsel, and was only a "country boy trying to make good and earn a living," but that in all his experience he had never seen a case like this one, where the main issues of the Sherman Act under which the case was being tried were ignored.

Davis was followed by Seymour who reiterated remarks made at previous hearings throughout the trial and, following the general pattern of the defense, used sets of figures on production, distribution and theatre holdings to show that Paramount alone constituted an infinitesimal part of the industry and could not constitute a monopoly. He stated that in order to make Paramount a party to a general pattern of conspiracy, proof must be offered of which there was none.

Arbitration Bill $1,347,000

John Caskey, representing 20th Century-Fox followed Seymour, and traced the history of the consent decree and the arbitration system as an outgrowth of the decree. He declared the theatre owning defendants, despite the expiration of the time limit set on arbitration, have continued it at their own expense and spent $1,347,000 on it to date, with the average cost to an exhibitor to try a case being $48. Caskey also dealt with such matters as alleged closed towns in which 20th-Fox operated 16, with a total film revenue of $25,000 out of the $25 million received by the company from all theatres, and 20th's operations in the 92 cities listed by the Government with populations of 100,000 or over.

George Leisure for RKO followed, making his main point the fact that without integration RKO could not have existed or could not now exist. Summing up for the "Big Five," former Justice Joseph M. Proskauer declared that under the law the court could not disturb the present

(*Continued on Page* 17)

Park-Butte Theatres $480,000 Anti-Trust Suit Settled

Following stipulations signed by all parties December 31 to have the action dismissed on its merits, dismissal with prejudice of the $480,000 anti-trust suit filed by the Park-Butte Theatres Co. of Butte, Mont., was revealed this week when copies of the court order were received by home offices in New York. Terms of the settlement reached were not revealed.

Filing their complaint last February, the plaintiffs, which operated the Montana and Park theatres in Butte, charged that the 23 defendants had combined and conspired over a 12-year period to restrain trade by depriving the plaintiff's theatres from obtaining preferred runs, thereby impairing the income and investment return on a $140,000 property value.

National Board of Review Names Griffith as Executive Director

Richard Griffith, recently a sergeant in the Army Signal Corps, has been appointed executive director of the National Board of Review of Motion Pictures, Inc., succeeding James Shelley Hamilton, it has been announced by the organization.

Simmel Leaves for Cairo

Edward C. Simmel, Monogram's Near and Middle Eastern representative, left this week for Cairo where he will establish a Monogram office to serve Egypt, Palestine, Syria, Iraq and Iran.

Connors Drive Winners

The 15 winners of the 20th-Fox-Tom Connors drive who will go to Europe this spring as guests of the company include Harry G. Ballance, southern division manager; Paul Wilson and Philip Longdon, district managers of the southern division; Branch Managers Stanley J. Mayer, Des Moines; Fred R. Didson, Atlanta; George T. Landis, Indianapolis; Ernie V. Landaiche, New Orleans; Marion W. Osborne, Oklahoma City; Tom Young, Memphis and Tom Gilliam, Chicago. The names of the five salesmen winners will be announced later.

William Zimmerman Promoted to Executive Staff of RKO

William Zimmerman of the RKO legal department has been promoted to the executive staff of the company, it was announced this week by Ned E. Depinet, president, prior to leaving for the coast. Zimmerman's new duties will be to assist the company executives with respect to the formulation of domestic and foreign distribution policies and legal matters.

Zimmerman has been with RKO since 1934 and in recent years has been engaged in picture company matters, particularly relating to the legal phases of RKO's distribution activities.

Doob Touring Loew's Theatres

Oscar A. Doob, Loew's general theatre executive, is on a general inspection tour of the company's southern theatres, visiting Atlanta, New Orleans, Houston, Memphis, Nashville, Louisville, St. Louis and Evansville.

Rites Held for J. M. Ridge

Funeral services were held in Hollywood last Friday (11) for J. Maurice Ridge, 61, sales manager of Altec Lansing Corp., who died of a heart attack at the Ventura, Calif., Hospital.

Louis B. Mayer

(The Man on the Cover)

Vice-president in charge of production, Metro-Goldwyn-Mayer Pictures, whose eminence as a producer of screen entertainment of great mass appeal and artistic merit is currently emphasized again in the results of a national poll of exhibitors conducted by Showmen's Trade Review and reported in Section Two of this issue. Among the pictures and stars who stand forth as top choices for the 1944-45 season, MGM films and personalities run far in front in the Leaders of the Motion Picture Industry compilation. Leading actor and leading actress both are MGM stars, who were developed at the MGM studios. Pictures produced by the studios under Mr. Mayer's guidance and direction run one, two, three in the selections of the exhibitors. (See Section Two of this issue for complete details.)

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SHOWMEN'S TRADE REVIEW

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Heads Monogram Subsidiary Firms

Steve Broidy, president of Monogram Pictures Corp., has been named president of all Monogram's domestic subsidiary companies at meetings held by the board of directors of the respective companies. W. Ray Johnston, former president of these companies, becomes board chairman of the subsidiaries. The latter include Monogram Distributing Corp. and Monogram Productions, Inc.



Steve Broidy

This realignment does not include Monogram International, with Norton V. Ritchey remaining as president, Broidy becoming board chairman and Johnston vice-chairman.

Broidy arrived in New York this week to preside at a meeting of the Monogram board scheduled for February 4. Broidy's plans include the completion of arrangements with Ruthrauff and Ryan to handle the national and fan magazine advertising on "Suspense"; discussions with sales executives Edward Morey, Maurice Goldstein and Jack Schlaifer and the conclusion of negotiations for story properties. Broidy, who was honor guest at a Monogram press party at the Gotham Hotel on Tuesday, will return to the coast February 10.

Six Warner Directors Up for Reelection at Stockholders' Meet

Board of directors of Warner Bros. Pictures, Inc., has nominated six directors for reelection at the annual stockholders' meeting to be held February 19 in Wilmington, Del.

The nominees, to serve for a term of two years, are John E. Bierwirth, Waddill Catchings, Robert W. Perkins, Albert Warner, Harry M. Warner and Jack L. Warner.

Name 2 Loew Int'l VPs

Morton A. Spring, Loew International vice-president has been named first vice-president of the company and Lt. Colonel George Muchnic, administrative assistant to Arthur Loew, president, has been named a vice-president, it was announced this week by Loew. The appointments were made following a meeting of the board of directors of the company last week.

Washington Franchise to Republic

Republic has purchased the franchise rights in the Washington territory from Jake Flax and his associates and has taken over the operation of the branch. Flax will remain with the company as Washington branch manager.

'Wilson' Tops '10 Best'

Twentieth Century-Fox has captured the three top positions in Film Daily's 24th annual "Ten Best Pictures" poll, with American press and radio reviewers and critics voting "Wilson" the best picture of 1945, with "A Tree Grows in Brooklyn" and "Keys of the Kingdom" following in second and third place, respectively. The same company's "Laura" took sixth place, preceded by Columbia's "A Song to Remember" as fifth place winner. Other winning pictures were, in the order named: "The Story of GI Joe" (UA-Lester Cowan), "The Corn Is Green" (Warners), "National Velvet" (MGM) and "Anchors Aweigh" (MGM).

MOD Leaders Optimistic

Optimism over the prospects of a big final result in the March of Dimes Drive in theatres commencing January 24 soared at midweek as reports from the field indicated that several states will show a greater percentage of pledged theatres than at the same period preceeding last year's campaign.

William Levine, chairman for West Virginia, and J. Meyer Schine, upstate N. Y. chairman, report 100 per cent enrollment of houses in their territories. In Virginia, W. F. Crockett has 287 houses pledged to date against 185 last year. M. C. Cooper and Ed Kraus, North Dakota co-chairmen have 13 more theatres pledged this year.

Among the states which are running close to their 1945 records total are: Colorado, District of Columbia, Florida, Georgia, Iowa, Kentucky, New Mexico, New York, Ohio, Rhode Island, Wyoming.

Additional blanket circuit pledges were received from: Randforce, Brooklyn (38 theatres); Savar Amuse. Co., Camden, N. J. (12); Miner Amuse. Co., Rice Lake, Wis. (9); Fost West Coast Agency Corp., California (258); Pioneer Theatre Corp., St. Louis Park, Minn. (7); B. & Q. Associates, Boston (7); and Alger Theatres, La Salle, Ill. (10).

Speakers Set for Ohio ITO 12th Annual Convention

Speakers scheduled for the twelfth annual convention of the Independent Theatre Owners of Ohio at the Neil House, Columbus, January 22-23, include Governor Frank J. Lausche, A. F. Myers of National Allied, James Donohue, Paramount division manager; Maurice N. Wolf of Metro, Leon Bamberger of RKO and W. C. Gehring, 20th-Fox division manager.

Bulletin from P. J. Wood, ITO secretary, declares that preferred playing time, extended runs, blind selling, moveovers, arbitrary designation of playing time, unfair allocations and rentals will be discussed in the two business meetings.

Robert O'Brien Named Paramount Secretary, Succeeds Austin Keough

The Board of Directors of Paramount this week named Robert H. O'Brien, who at present is assistant to Barney Balaban, president of Paramount, secretary of the corporation to succeed Austin Keough, who relinquished the post but will continue as general counsel. O'Brien will take over the duties of Norman Collyer, retired.

Hebert Rejoins Goldwyn; Farnol Director in East

William Hebert has rejoined the Samuel Goldwyn organization as director of advertising and publicity in Hollywood. Lynn Farnol, who has held the post for the past year, will return to the east where he will take over as director of advertising and publicity in New York. Farnol is due to arrive in New York next month to begin preparations for the opening in April of "The Kid from Brooklyn."

Ben Washer, who has been publicity chief in New York continues in that capacity.

Weisfeldt Leaves Columbia; Plans New Picture Company

M. J. Weisfeldt, who recently announced his resignation from Columbia Pictures Corporation retired from company affairs last Wednesday instead of March 1, by mutual understanding with A. Montague, Columbia sales manager. Weisfeldt plans a vacation in Florida before announcing his new affiliation. In the meantime he is making his temporary headquarters at the law offices of Dean Alfange, who is representing Weisfeldt in the formation of a new picture company.

Rank, B&H Agree on Interchange

Tom Law of London, representing the J. Arthur Rank interests, and Joe McNabb, president of Bell & Howell Co., are this week finalizing agreements under which Bell & Howell and British Acoustics, the engineering and manufacturing company of the Rank group, will interchange research, manufacture and distribution of equipment and films.

National Film Cooperative for Canada Formed in Toronto

Canada's first national cooperative film company, to be known as the Central Film Cooperative Association, has been formed and is now in process of organization in Toronto. Membership in the association, now under government charter, is open to individuals or groups. Officers are S. M. Ferris, president; Thomas Way, vice-president; Bruce Smith, second vice-president, and Todd E. Dixon, treasurer.

Main objectives of the company are to employ technicians for repair and servicing, offer periodic general checkups, offer film damage insurance at cost, maintain an 8- and 16-mm. movie library on all conceivable subjects, publish a weekly paper with co-op ads and maintain a library of books on equipment maintenance. The enterprise will be financed by its members, with any existing profit at the end of the fiscal year going back to members.

Walter Wanger to Fly East for Meeting with N. Y. Censors

Walter Wanger, vice-president of Diana Productions, producer of "Scarlet Street," will leave Hollywood for New York to confer with Dr. Irwin Conroe, acting director of the Motion Picture Division of New York State Educational Department which has banned the picture being released by Universal from showing in the state.

Wanger stated in Hollywood Wednesday that he hoped to confer with Dr. Conroe soon after his arrival in New York next week and that he was confident an agreement could be reached under which "Scarlet Street" would be permitted exhibition in New York.

Benzing Appointment Presages New Heywood-Wakefield Policy

The recently announced appointment of John A. Benzing as manager of Heywood-Wakefield's public seating division, is indicated as a move, instituted by the corporation's president, Richard N. Greenwood, to effect complete re-organization of the entire theatre and school seating operations of the Heywood-Wakefield organization. Mr. Benzing's appointment followed the retirement of Frederic K. Hill, who for many years directed the sale of public seating products of Heywood-Wakefield.

Rathvon, Depinet on Coast Viewing Recently Finished Product

N. Peter Rathvon, RKO president and RKO Radio chairman of the board, and Ned Depinet, RKO Radio president, were in Hollywood this week viewing recently completed product. Rathvon was to leave the film capital this weekend, with Depinet remaining an additional week. Other RKO home office executives on the coast include S. Barret McCormick, director of advertising and publicity, and Terry Turner, exploitation manager.

$1000 to Variety Club

The Baltimore Variety Club has received $1000 for the Tent's Heart Fund from the estate of the late J. Louis Rome, deceased member and chief barker at the Club's inception eight years ago. The Club has voted a plaque in his memory.

Find 'Safety Film' Too Costly

Eastman Kodak Company officials, apparently, have discovered so much confusion in the trade regarding the feasibility of adoption by the industry of the so-called Safety Film, that they this week authorized a statement covering the company's position in the matter. A preamble to the statement mentions the "numerous and sometimes inaccurate articles" which have recently appeared in trade and other publications.

(A report in STR December 1, of portions of a bulletin in which Ed Kuykendall, MPTOA president, referred to the advantages of the safety film for the industry, was published with an adjoining report that film manufacturing circles declared the changeover from nitro to the acetate cellulose film would require years.)

Text of the statement authorized by the Eastman company this week follows:

"Following years of research and development, the quality of motion picture Safety film, particularly with respect to its ability to stand up under theatre projection, has constantly improved. The Eastman 35-mm. Safety film used in large quantities by all governmental agencies during the war performed satisfactorily under the conditions under which it was used. This included regular theatre projection but, generally speaking, the length of run to which these prints were subjected was considerably shorter than that for normal nitrate release prints.

"Numerous tests of Safety film, both standard and experimental, have been made by Eastman in recent years in their own laboratories and under trade conditions. Such tests will continue. So far, however, both laboratory and trade tests have shown that the best Safety film is not equal in wearing quality to nitrate. Any attempt to generally replace nitrate film with the present Safety would inevitably result in substantially increased print damage and much higher print costs to the industry.

"No experience to date has indicated that Safety base can be produced as cheaply as nitrate. When and if a completely satisfactory Safety base can be made and sold in quantities comparable to the present output of nitrate, the price might be lower than the present 1.25 cent price of current Safety positive, but there is no present prospect that it could reach the low price level of nitrate film.

"The outlook for the eventual transition of the industry to Safety film continues to be hopeful. Improvements, however, are still essential and certainly no specific date for a possible shift to Safety base can be set at this time."

MGM Research Bureau Resumes Operations

The Motion Picture Research Bureau, which was temporarily closed down after Dr. Leo Handel's induction in the army in 1943, has resumed its activities following Handel's separation from the service.

The fact-finding agency is continuing to conduct special audience research studies for MGM. The research program is based on studies conducted before as special publicity polls for the advertising department, analyses for the sales department, studies covering MGM stars for the west coast studios, and title tests. It is planned to increase the field of research and especially to do a large amount of work for the studios.

The Bureau operates under the supervision of Howard Dietz, MGM vice-president and director of publicity, advertising and exploitation, and under the direction of Dr. Leo Handel.

Lipton Joins 'U' in Executive Ad Post

Appointment of David A. Lipton, Columbia's national director of advertising, publicity and exploitation, as executive coordinator of advertising and promotion for Universal, was announced this week by John Joseph, Universal's national director of advertising, publicity and exploitation. The Lipton appointment completes a three-man executive committee to work under Joseph's supervision, with Maurice Bergman handling the New York office as eastern director of advertising and publicity, and J. W. Dailey as studio publicity director. Lipton will spend several weeks in New York before leaving for his headquarters on the coast.



David A. Lipton

The new setup, it was said, will enable Joseph to devote more time to his executive duties as a member of Universal's advisory board.

With the exception of 18 months in the Army, Lipton had been with Columbia since January, 1941. Previously, he was in the Balaban & Katz publicity department for 13 years and had also been director of publicity for Universal, both in New York and on the coast.

In addition to augmenting the field exploitation staff in key cities around the country during the last few months, Joseph supervised a reorganization of the eastern office in New York, which enabled Bergman to delegate many of his duties to his executive assistant, Henry Linet, and to Publicity Manager Al Horwits. This has given Bergman more time to work with the sales and exhibition departments.

Working with Lipton in the new studio post will be Clark Ramsay, advertising manager, Harry Ormiston, exploitation manager and Maurice Kallis, advertising art director, all of whom will continue in these capacities. The studio publicity staff under Dailey's supervision has been expanded by the return of five veterans and four more are scheduled to leave the armed forces soon, providing the manpower to take care of increased production activities on the lot, as well as to provide complete advertising and publicity service to the independent production companies operating at Universal. The business office, under James Christie, business manager, is being expanded with James Brennan scheduled to become Christie's assistant.

Film Classics Buys Milwaukee Exchange From Ben Marcus

Film Classics has acquired its Milwaukee exchange from Ben Marcus, thus giving the company six of its 27 exchanges throughout the country, it was announced this week by Nickey Goldhammer, vice-president and general sales manager.

Geison Returns to Columbia

Sam Geison has returned to Columbia Pictures in a new post as assistant to Al Rylander, head of special events and exploitation.

Oregon Bond Record

The State of Oregon closed its Victory Loan Drive with a high of $6,225,000 received from the sale of 263,000 E bonds, it has been announced by the state chairmen. Figures show that the state held 101 bond premieres, 183 free movie days and 26 children's premieres during the drive.

Unger Presides at U. A. Meet in New York

A United Artists district managers meeting called by J. J. Unger, general sales manager, began late this week at the Waldorf-Astoria Hotel in New York. Unger presided at the opening session on Thursday and was assisted by Jack Goldhar, eastern sales manager; Maury Orr, western sales manager and Edward M. Schnitzer, home office executive.

District managers in attendance included Fred M. Jack, southern district manager in charge of the Atlanta, Charlotte, Dallas and New Orleans exchanges; Rud Lohrenz, midwest district manager, covering Chicago, Indianapolis, Milwaukee and Minneapolis; Sam Lefkowitz, district manager covering New York, Albany, Buffalo, Boston, New Haven, Philadelphia and Washington; C. W. Allen, Prairie district manager, covering Kansas City, Omaha and St. Louis; W. E. Callaway, western district manager, covering Denver, Los Angeles, Salt Lake City, San Francisco and Seattle; M. Dudelson, central district manager, covering Cincinnati, Cleveland, Detroit and Pittsburgh and Charles S. Chaplin, Canadian general manager, in charge of the Calgary, Montreal, St. John, Toronto, Vancouver and Winnipeg branches. Edward C. Raftery, president; Gradwell L. Sears, vice-president in charge of distribution; Paul N. Lazarus Sr. and Jr.; Harry M. Buckley and Charles M. Steele also attended the sessions.

Paramount Employes in $8 Million Benefit Plan

One of the most important group insurance transactions of the year and one of the largest ever concluded by a major motion picture company, was announced late last week by Barney Balaban, Paramount president, who disclosed that $5 million in group insurance has been presented without cost to 2400 employes of Paramount, their wives and children.

This amount, plus $3 million of additional protection for employes on the cooperative basis, became effective December 20, 1945 and the combined plans were underwritten by the Equitable Life Assurance Society.

To Address Virginia Independents

At the invitation of William F. Crockett, president, the Independent Theatre Owners Association of Virginia will be addressed by Leon J. Bamberger, RKO Radio sales promotion manager, at its annual convention in Richmond, Va., January 30-31.

Printers' Strike No Threat to Theatres

Lack of newspaper publicity, occasioned by the printers' strike which has left Cleveland without any daily newspapers for more than a week, has not hampered theatre business, according to those who operate local houses. There are constant telephone requests for program information, radio has filled the gap to some extent with spot announcements, and downtown circuits are giving complete program information on all first-runs, regardless of competition. Far from being distressed over the situation, theatre publicity men are happy to pile up unused advertising space to be used at will throughout the rest of the year.

Universal forges ahead

with the best boxoffice pictures in its history. The ones you see here are in release, or ready for release, or near completion. All are certain to do very well at your theatre. The first ones are already proving themselves.

THIS LOVE OF OURS

SCARLET STREET

FRONTIER GAL in TECHNICOLOR

BECAUSE OF HIM

LITTLE GIANT

NIGHT IN PARADISE in TECHNICOLOR

TANGIER

SO GOES MY LOVE

CANYON PASSAGE in TECHNICOLOR

ALREADY ESTABLISHED AS A TOP BOXOFFICE HIT!





A STORY FOR ALL WOMEN
. . . ABOUT ONE WOMAN
. . . BECAUSE OF ONE MAN!

This Love of Ours



PIRANDELLO'S dramatic classic reaches full greatness on the screen!

starring

MERLE OBERON · CLAUDE RAINS
CHARLES KORVIN

with

CARL ESMOND • SUE ENGLAND • JESS BARKER
RALPH MORGAN • FRITZ LEIBER • HARRY DAVENPORT

Screenplay by Bruce Manning, John Klorer and Leonard Lee

Based upon the play entitled
"Come Prima Meglio De Prima" by Luigi Pirandello

Produced by HOWARD BENEDICT

Directed by
WILLIAM DIETERLE
of "Love Letters" and
"I'll Be Seeing You" fame

UNIVERSAL PICTURES

THIS ROLLICKING BOXOFFICE HIT HAS ALREADY PROVED ITSELF IN ITS FIRST OPENINGS.

FRONTIER GAL

A FESSIER-PAGANO PRODUCTION

in TECHNICOLOR



starring

YVONNE DE CARLO
ROD CAMERON

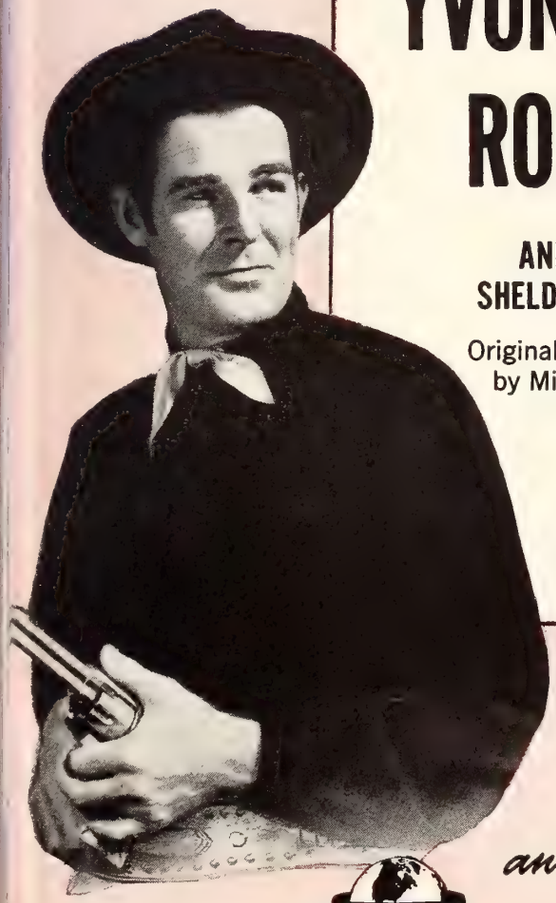
with

ANDY DEVINE · FUZZY KNIGHT
SHELDON LEONARD · ANDREW TOMBES

Original Screen Play Written and Produced by Michael Fessier and Ernest Pagano

Directed by
CHARLES LAMONT

Executive Producer
HOWARD BENEDICT



UNIVERSAL PICTURES



and Introducing... Beverly Simmons

SMALL FRY . . . BUT OH, MY!

In our opinion, a worthy boxoffice successor to "WOMAN IN THE WINDOW," made by and starring the same people, now breaking records in its first engagement.



The things she does to men can only end in *Murder!*

A DIANA PRODUCTION
Produced and Directed by
FRITZ LANG
A UNIVERSAL RELEASE

UNIVERSAL PICTURES

JESS BARKER · MARGARET LINDSAY · ROSALIND IVAN · SAMUEL S. HINDS

Based upon the novel "La Chienne" · Screenplay by DUDLEY NICHOLS · Art Direction by Alexander Golitzen

so Wonderful...

BECAUSE IT'S *Deanna*

DURBIN

IN LOVE...AS YOU LOVE HER BEST!

BECAUSE IT'S *Charles*

LAUGHTON

NEVER SO WARMLY MERRY BEFORE!

BECAUSE IT'S *Franchot*

TONE

HAVING HIS HAPPIEST LOVE AFFAIR!



Deanna Sings:

"Lover", "Danny Boy"
Tosti's "Good-Bye!"



"Because of Him"



UNIVERSAL PICTURES

with

STANLEY RIDGES · DONALD MEEK · HELEN BRODERICK

Screenplay by Edmund Beloin · Original Story by Edmund Beloin and Sig Herzig
Directed by RICHARD WALLACE · Produced by FELIX JACKSON
Associate Producer: Howard Christie

The magnificent Maria Montez, playing her first modern role, with an important cast giving extra marquee power to an exciting melodrama with a "front page" title.



TANGIER

A GEORGE WAGGNER Production

starring

Maria MONTEZ
Robert PAIGE
SABU
Preston FOSTER
Louise ALLBRITTON
Kent TAYLOR · J. Edward BROMBERG

Screenplay by
M. M. Musselman and Monty F. Collins

Original Story by Alice D. G. Miller

Directed by GEORGE WAGGNER
Produced by PAUL MALVERN
Executive Producer: JOE GERSHENSON

UNIVERSAL PICTURES

Not since "Buck Privates" has the screen felt such a wonderful New Thrill in laughter! . . . a story that brings you "Benny"—the not-so-super salesman.



Bud ABBOTT and Lou COSTELLO



in

Little Giant

with

BRENDA JOYCE • JACQUELINE DE WIT • ELENA VERDUGO
MARY GORDON • GEORGE CLEVELAND

Screen Play by Walter De Leon
Original Story by Paul Jarrico and Richard Collins
Directed by WILLIAM A. SEITER
Executive Producer: JOE GERSHENSON

UNIVERSAL PICTURES

Producer Walter Wanger surpasses his most spectacular efforts with his most impressive production . . . . told with all the magnificence the screen can muster!



Walter Wanger presents

Night in Paradise

IN TECHNICOLOR



starring the screen's glorious new love team!

MERLE OBERON TURHAN BEY

with THOMAS GOMEZ · GALE SONDERGAARD · RAY COLLINS · ERNEST TRUEX · GEORGE DOLENZ · JEROME COWAN

Directed by ARTHUR LUBIN · Produced by WALTER WANGER · Associate Producer: Alexander Golitzen

Screenplay: Ernest Pascal · Adaptation: Emmet Lavery · From the Novel "Peacock's Feather" by George S. Hellman

A combination of Myrna Loy and Don Ameche is a real boxoffice idea, especially when they are in a story with humor, romance and action. As the first of the Jack H. Skirball-Bruce Manning Productions for Universal, this sets a pattern for real, warm, human entertainment guaranteed to please all types of audiences.

Jack H. Skirball and Bruce Manning
present

Myrna LOY ★ *Don* AMECHE

in



SO GOES MY LOVE

with

RHYS WILLIAMS • BOBBY DRISCOLL • RICHARD GAINES
SARAH PADDEN • CLARA BLANDICK
MOLLY LAMONT • JOHN GALLAUDET

A Jack H. Skirball-Bruce Manning Production
Director of Photography, Joseph Valentine
Based upon "A Genius In The Family" by Hiram Percy Maxim
Screenplay by Bruce Manning and James Clifden
Directed by FRANK RYAN
Produced by JACK H. SKIRBALL

UNIVERSAL PICTURES



★ DANA ANDREWS
as Logan Stuart



★ BRIAN DONLEVY
as George Camrose



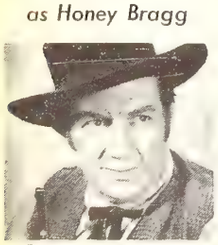
★ SUSAN HAYWARD
as Lucy Overmire



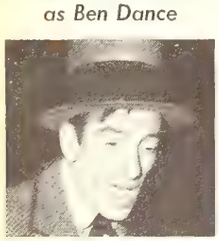
★ PATRICIA ROC
as Caroline Marsh



★ WARD BOND
as Honey Bragg



★ ANDY DEVINE
as Ben Dance



★ Hoagy CARMICHAEL
as Linnet

A Technicolor outdoor action drama with a love story and outstanding cast to make it one of the great Western spectacles in the history of the business. Ernest Haycox, author of the famed "Stagecoach," wrote the stirring story. Published as a novel and Saturday Evening Post serial, it's pre-sold to millions.

WALTER WANGER presents

DANA ANDREWS
BRIAN DONLEVY

in

in Technicolor!

CANYON PASSAGE

with SUSAN HAYWARD
PATRICIA ROC
HOAGY CARMICHAEL · WARD BOND
ANDY DEVINE · STANLEY RIDGES
LLOYD BRIDGES · FAY HOLDEN
VICTOR CUTLER AND THOSE
DEVINE KIDS, TAD AND DENNY

UNIVERSAL PICTURES

Directed by JACQUES TOURNEUR Produced by WALTER WANGER

Screenplay by Ernest Pascal Adapted from the novel "Canyon Passage" by Ernest Haycox

PRINTED IN U.S.A.

Can't Blame Movies

Motion pictures, Montreal theatremen declare, cannot be blamed for the widespread wave of juvenile delinquency in what is said to be Canada's worst crime-afflicted city, for juveniles are not permitted to see them. Thus far, it is held, no church or citizens' groups have taken pains to recognize this fact.

MGM Conference to Bring 100 to New York

One hundred salesmen and exploiteers from the west, midwest, south and northwest will be brought to New York by MGM for the final two sales conferences to get under way at the Astor Hotel on January 21. The first group, arriving January 20, will consist of 49 men, while 51 will make up the group due January 27.

Meetings scheduled the first week will be attended by John E. Flynn, midwestern sales manager with headquarters in Chicago, while those for the second week will be attended by Rudolph Berger, southern sales manager with headquarters at New Orleans, and George A. Hickey, west coast sales manager headquartering in Los Angeles.

Arriving January 20 for the third series of meetings will be the following, in addition to Flynn:

Jay T. Upton and Harold Cohen, Kansas City; Maurice L. Basse and Frank Heard, Memphis; Ed Gardiner and James N. Byrd, Oklahoma City; Price Shoemaker, William G. Bishop, Michael J. Ford, Arthur O'Toole, Chicago; Austin McGough and James McCann, Des Moines; Val Klaiber, Indianapolis; Edward J. Lipson and David E. Ross, Milwaukee; Norman W. Pyle, George W. Turner, Charles R. Stoflet, John J. Kelley, and James F. Rosen, Minneapolis; William Prass, Alva L. Brandon and Mike Cramer, Denver; Fred C. Thorsten and Howard Clark, Omaha; David T. McElhinney and Ernest Van Pelt, Salt Lake City; James A. Tomlin, Harris Wynn, Jr., Lafayette B. Butler, Al Burks, Raymond W. Ervin, Maxwell Holder, Charlotte; Virgil H. Bridges and Samuel Wright, New Orleans; E. B. "Bill" Coleman, Louis J. Weber, Roland G. Taylor, Vernon Smith, Dallas; William Calihan and Alex W. Weissman, Los Angeles; Joseph T. Warren, Portland, Ore.; Harry A. Weaverling, Edward C. Mix and William Newberry, San Francisco; Arney D. Eichenlaub and Harry W. Landstrom, Seattle and William Gaddoni of Albany who was unable to attend the first two meetings.

Paul Short Signs Paramount Deal Covering Three Industry Phases

Paul Short, Dallas theatre and southern film distribution executive, recently placed on inactive service by the Navy with the rank of Commander, will go to Hollywood February 11 to start work on a Paramount contract calling for services in production, distribution and exhibition. Short will act as an associate of D. A. Doran, executive producer. Under the terms of his contract he may enter theatre operations under Leonard Goldenson or distribution under Charles Reagan.



Paul Short

Short entered the Navy in 1942 after having been with Interstate Theatres, Texas, for several years, as well as with National Screen.

N. Y. Bookers Club Dance

Newly elected officers of the Motion Picture Bookers Club of New York will be installed at ceremonies that will be one of the highlights of the Seventh Annual Dinner Dance to be held next Monday night (January 21) at Tavern on the Green, New York City.

Warners to Step Up Releases and Increase Production Pace

A step up in the number of releases—with the product to come from the company's $25,000,000 backlog of completed features as well as from an accelerated production pace at the Hollywood studio—will be instituted by Warner Bros., it was revealed in Hollywood Wednesday following a studio meeting of the company's top executives.

Harry M. Warner, president, and Jack L. Warner, vice-president in charge of production presided at the meeting, which was attended by Ben Kalmenson, vice-president in charge of sales; Wolf Cohen, president of Warner International; Mort Blumenstock, vice-president in charge of publicity and advertising, and Alex Evelove, studio publicity director. The new policy is the result of meetings during which the entire domestic and international film production and distribution situations were surveyed.

The Warner backlog, comprises 19 films.

On his return to New York, Kalmenson will begin work on the new plan to bring an increasing number of Warner releases into domestic distribution.

Cohen, who has just returned from a comprehensive tour of the company's Latin-American and Australian offices, stated the increased number of releases will enable his organization to satisfy postwar requirements in those countries which are planning construction of new theatres and new developments in circuit operations.

Blumenstock and Evelove will outline preliminary plans for their publicity and advertising operations, which will permit them to encompass the greater number of campaigns for the greater number of Warner releases.

"We must be alert to the increased opportunities for the motion picture industry in this fast-moving postwar world," Harry Warner told his executives. "The public insistence on the best in all fields must be satisfied NOW . . . We must not follow the line of least resistance and depend on what we have in a backlog, whether that backlog comprises production talent or the motion pictures themselves. It is our aim to bring to the public the best of our product as soon as the best and most effective system for its distribution can be set up by our organization. . . ."

Jack Warner told the executives that the increasing tempo of releases during the next few months will be matched at the Burbank studios by increased production.

Now being produced and aimed at early release are: "Humoresque," starring Joan Crawford and John Garfield; "Two Guys From Milwaukee," starring Dennis Morgan, Joan Leslie, Jack Carson and Janis Paige; "Escape Me Never," starring Errol Flynn, Ida Lupino, Eleanor Parker and Gig Young; "The Sentence," starring Ann Sheridan with Kent Smith, Robert Alda and Bruce Bennett in the male leads, and "The Beast With Five Fingers," starring Alda, Miss King and Lorre, with J. Carrol Naish and Victor Francen.

The stories now in preparation for the shooting stages number forty.

Brochure Traces Warner Company History

In the first report of its kind ever presented by a motion picture company to its stockholders, Warner Bros. Pictures, Inc., has just issued "A Financial Review and Brief History," a 44-page brochure giving a comprehensive outline of the company's growth from a small producing firm to its present-day position in the film industry as a major producer, distributor and exhibitor.

The history also traces the financial progress of the organization and its accomplishment in the reduction of funded debt and other obligations by $107,475,000, as well as the refinancing of $37,000,000 of long-term debt arranged in the past year.

Incorporation of Warner Bros. Pictures, Inc., took place on April 4, 1923, at which time the company took over the motion picture business owned and operated as a partnership by Harry M., Albert, Sam and Jack L. Warner. With funds obtained by public financing following the incorporation, the company acquired new studios, the one-time famous Vitagraph plant, as well as a nationwide branch office system for the distribution of its product. Later the company expanded into the theatre field, creating its own circuit which now numbers nearly 500 theatres.

Also included in the booklet are schedules showing gross income and net profit from 1924 to date, annual interest and depreciation charges, condensed balance sheet data, motion picture theatre properties, film exchanges here and abroad, music company properties, stars under contract, and other informative data.

Radio Aids Shinbach

Strike of long distance operators didn't prevent Manager Jerry Shinbach of the RKO Palace, Columbus, O., from sending nightly receipts messages to the New York home office. Shinbach lined up an amateur radio operator who transmitted the messages pronto.

Anti-Trust Case Reaches Final Phase in Court

(*Continued from Page* 4)

consent decree unless it found new wrongs brought about by new conditions. This, he said, could not and had not been proved. He declared that none, even the U. S., had accused the defendants of a lack of business acumen, but pointed out their combined receipts from all sources were $460 million in 1945 against $900,000,000 more from other sources by other distributors. "If we wanted to suppress competition we have done an awfully bad job," Proskauer stated.

First of the "Little Three" attorneys to speak was Louis D. Frohlich, representing Columbia, who pleaded for the maintenance of block-booking, without which none of the non-theatre owning companies could survive, he stated. "I am fighting for the life and very existence of my company," he told the court. He explained block-booking to the court as being necessary because without a set return for a season's product guaranteed, no small producer could take the risks of production involved. He cited figures showing Columbia's last year's gross to be $16 million with its profit only $2 million and said that if the court wanted to destroy all minor companies and really create a monopoly for the big five, it would abolish block-booking and put the smaller companies out of business.

At the conclusion of defense testimony, the Court extended the life of the AAA Appeals Board until such time as a decision in the case is made. In rebuttal, Wright challenged defense's oral arguments point by point.

BOX OFFICE SLANT

Behind Green Lights

20th Century-Fox **Drama** **64 Mins.**

AUDIENCE SLANT: Fairly entertaining melodrama with a few good laughs and some in the wrong places. Should prove satisfactory to the murder and detective story fans.

BOX-OFFICE SLANT: Suitable for double-bill situations only. Might be coupled with another detective or mystery thriller for an "all-mystery" exploitation possibility. Too weak to stand alone.

Cast: Carole Landis, William Gargan, Richard Crane, Mary Anderson, John Ireland, Charles Russell, Roy Roberts, Mabel Paige, Stanley Prager, Charles Tannen, Fred Sherman, Don Beddoe, Bernerd Nedell, Tom Moore, Harry Seymour, Jimmy Cross, Charles Arnt Lane Chandler, Russ Clark, Jack Davis, William Forrest, Jr., Steve Olsen, Larry Blake, Harry Tyler. **Credits:** Directed by Otto Brower. Produced by Robert Bassler. Original screenplay by W. Scott Darling and Charles G. Booth. Photography, Joe MacDonald.

Plot: Carole Landis is questioned by detective lieutenant William Gargan in the murder of notorious gangster Bernerd Nedell. Under pressure from sources who wish to discredit Miss Landis' father in his race for election as mayor, Gargan is tempted to book Miss Landis, but does not do so. Events prove that Nedell was not killed by shooting, as had first been supposed, but by poisoning. The body disappears, turns up mysteriously in various places, and the real murderer is brought to light.

Comment: This artificially contrived drama nevertheless maintains a modicum of interest throughout most of the action, due to the fact that the real murderer does not come under suspicion until the closing moments of the film. The story is slightly ridiculous, with the characterizations of everyone in the film except Miss Landis and Gargan badly acted and ineptly directed. The production values and photography are good. "Behind Green Lights" will fill any double bill, however, fairly satisfactorily, particularly if audiences do not demand too much plausibility.

Tomorrow Is Forever

RKO Radio **Drama** **104 Mins.**

AUDIENCE SLANT: Excellent dramatic and emotional screen fare that will attract the women and entertain the men who enjoy unusually good dramatic fare.

BOX-OFFICE SLANT: Name draw and excellence of production should make it one of the tops for the season.

Cast: Claudette Colbert, Orson Welles, George Brent, Lucile Watson, Richard Long, Natalie Wood, Joyce MacKenzie, Sonny Howe, Michael Ward, John Wengraf, Douglas Wood, Ian Wolfe, Tom Wirick, Lane Watson, Henry Hastings. **Credits:** Produced by David Lewis. Directed by Irving Pichel. Screenplay by Lenore Coffee, from the novel by Gwen Bristow. Music score composed and conducted by Max Steiner. Photography, Joseph Valentine.

Plot: Believing her husband to have been killed in World War I, a young woman remarries. Twenty years later, the supposedly dead husband returns to America, only to discover that he has a son and that his wife has remarried. Keeping his secret from everyone, he helps the boy to enlist and it is not until after his death that his identity is revealed.

Comment: "A Great Drama of Our Time," a phrase used by the studio in describing this film, is a very apt and descriptive one. For "Tomorrow Is Forever" is a tense, absorbing romantic drama whose screenplay has been expertly contrived by Lenore Coffee from a novel by Gwen Bristow, two women who show their rare understanding of such a great love by the exceptional handling of the theme. Essentially it is a woman's picture, for few men can comprehend complicated feminine mechanism that makes a woman remember a love that dates back twenty years, in spite of the intervening years of happiness. But for their entertainment and enjoyment, even the men will find it unusually good dramatic fare. Although a lengthy production, it succeeds admirably in holding its audience intensely interested from beginning to end. There is a steadily mounting emotional suspense that does not loosen its grip until the final scene, an attribute that attests firmly to Irving Pichel's masterful direction. In the leading role, Claudette Colbert gives a natural, human interpretation that rings true with sincerity and warmth; the kind of performance that one would expect from such a splendid actress. With the aid of expert makeup, Orson Welles becomes the crippled chemist he's supposed to be, and he once again evinces a flair for taking in his versatile stride an assignment that would sorely tax the abilities of a less talented performer. As the third member of the triangle, George Brent gives another of his fine performances, while newcomer Natalie Woods, as a six-year-old refugee, practically steals every scene she's in. Good also is newcomer Richard Long, Lucile Watson, Sonny Howe and Joyce MacKenzie. The producers have paid the strictest attention to authenticity, both in styles and settings, and the musical score by Max Steiner and photography by Joseph Valentine are also worthy of special mention.

Legion of Decency Ratings

(For Week Ending January 19, 1946)

SUITABLE FOR GENERAL PATRONAGE

Up Goes Maisie
Bad Bascomb
Marie Louise

SUITABLE FOR ADULTS ONLY

Behind Green Lights
Meet Me on Broadway
The Spiral Staircase
Madonna's Secret
Gun Town
Bedlam

Shock

20th Century-Fox **Drama** **70 Mins.**

AUDIENCE SLANT: (Family) Should please the suspense addicts and those who like the so-called psychological dramas. This has both, with a couple of murders thrown in.

BOX-OFFICE SLANT: Not strong enough to stand alone. Good, however, as the leader in double-bill situations.

Cast: Vincent Price, Lynn Bari, Frank Latimore, Anabel Shaw, Michael Dunne, Reed Hadley, Renee Carson, Charles Trowbridge, John Davidson, Selmer Jackson, Pierre Watkin, Mary Young, Cecil Weston, Charles Tannen. **Credits:** Directed by Alfred Werker. Produced by Aubrey Schenck. Screenplay by Eugene Ling based on a story by Albert deMond. Additional dialog by Martin Berkeley. Photography, Glenn MacWilliams and Joe MacDonald.

Plot: Anabel Shaw, in a highly nervous condition due to the fact that her husband, Lt. Frank Latimore, has been missing in action for two years, is about to meet him in a hotel. His plane is late, however, and the girl's nervous condition becomes worse. She hears a loud argument between a man (Vincent Price) and his wife in an adjoining apartment and can see the man from her own balcony. She sees him kill his wife with a heavy candlestick and goes into a deep shock in which her husband finds her the next morning. She is taken to a private sanitarium and discovers that the doctor who is treating her is Vincent Price who committed the murder. His knowledge of psychiatry is used in an attempt to drive her crazy. Latimore enlists the aid of another doctor, however, and she is cured, while Price is arrested for murder.

Comment: Whether or not the story of "Shock" is plausible must be left to the medical men, but as far as motion picture reproduction is concerned it does not ring true. It is well acted, well directed and well produced and has its moments of stark terror, but as a whole it does not live up to the careful treatment it has been given. Vincent Price is a suave, restrained psychiatrist, even when he is in the act of administering the drug intended to kill Anabel Shaw so that she cannot testify against him and Lynn Bari, who also is implicated in the murder of Price's wife. Miss Bari is beautiful and properly menacing as the cold-blooded nurse who schemes with Price in the attempted murder of the only one who stands between them and the future. Frank Latimore's interpretation of the young officer husband is fair enough, but the part is so badly written as to convince audiences that he is either just pain stupid or just taken in by the bare-faced conspiracy. He is utterly unconvincing. Miss Shaw is excellent as the distraught young wife whose illness is caused by a mounting series of nerve-racking events. For those whose demands for plausibility are not too emphatic, "Shock" will provide good entertainment. Others will view it with a measure of toleration.

Breakfast in Hollywood

United Artists **Comedy-Drama** **93 Mins.**

AUDIENCE SLANT: (Family) This delightfully entertaining comedy-drama-with-music should find widespread favor. Based on Tom Breneman's famous radio program, it is an excellent job of screen adaptation.

BOX-OFFICE SLANT: On its own merits, it should score a success. With the popularity of the radio show behind it, there is every reason to predict a long and profitable career.

Cast: Tom Breneman, Bonita Granville, Beulah Bondi, Edward Ryan, Raymond Walburn, Billie Burke, Zasu Pitts, Hedda Hopper, Andy Russell (as guest star), Spike Jones and His City Slickers, King Cole Trio. **Credits:** Presented by Golden Pictures. Produced by Robert S. Golden. Directed by Harold Schuster. Original story and screenplay by Earl W. Baldwin. Photography, Russell Metty. Production designed by William Flannery. Musical supervision and direction, Nat W. Finston. Songs by Lou Alter, Marla Shelton, Nat "King" Cole, Bob Levinson, Howard Leeds, Spike Jones and Jack Elliott.

Plot: Among those attending Tom Breneman's Breakfast in Hollywood radio program are Bonita Granville, who becomes involved in a romance with discharged sailor Edward Ryan; plain, modest Billie Burke, whose husband, Raymond Walburn, is a philanderer until she wins a beauty kit and has a permanent wave; eccentric Zasu Pitts, who strives to win Breneman's screwy hat contests, and Beulah Bondi, a kind-hearted elderly woman whose will to live is inspired by the lovers' quarrel between Bonita and Edward. Episodes in these people's lives are shown, with Breneman playing a good-neighbor role, es-

pecially in bringing the young lovers together.

Comment: Producing a picture based on a radio show is a risky business which does not too often succeed. In bringing to the screen a film based on Tom Breneman's Breakfast in Hollywood radio program, Golden Pictures has done the job remarkably well. "Breakfast in Hollywood" emerges as a delightfully entertaining comedy-drama-with-music that should find widespread favor. The manner of the presentation, the well-contrived screenplay by Earl Baldwin, the natural, down-to-earth performences of the principals and the commendable job of editing all combine to make this picture a refreshing screen experience. There are no lavish musical spectacles, no elaborate settings; the production budget does not appear to have reached too high a figure. Yet it is these factors, along with the attributes already noted, that make "Breakfast in Hollywood" a darn good date-night movie, one that should score heavily everywhere, not only because of the nationwide popularity of the radio program, but also because of the film's own entertainment merits. Song and musical numbers are well spotted, and the mixture of plots within a plot is intelligently handled and easy to follow. Last but not least, Tom Breneman, who makes his screen debut, is as natural and at ease before the camera as any veteran Hollywood trouper. Producer Robert M. Golden and his associates including Director Harold Schuster, deserve credit, not for a colossal, gigantic masterpiece, but for a delightfully enjoyable motion picture that's certain to win the plaudits of the masses who lay the money on the line at theatre box-offices.

The Shadow Returns

Monogram **Mystery** **61 Mins.**

AUDIENCE SLANT: (Adult) A new series, built around radio's "The Shadow," for the entertainment of the armchair detectives and mystery fans.

BOX-OFFICE SLANT: Will give satisfactory support where mysteries are popular. Has a large advance following because of the radio program and detective fiction of the same name.

Cast: Kane Richmond, Barbara Reed, Tom Dugan, Joseph Crehan, Pierre Watkin, Robert E. Keane, Frank Reicher, Lester Dorr, Rebel Randall, Emmett Vogan, Sherry Hall, Cyril Delevanti. **Credits:** Produced by Joe Kaufman. Directed by Phil Rosen. Photography, William Sickner.

Plot: The Shadow makes his appearance when the police are called in to solve the mystery of the disappearance of a man who got permission to open a grave and take some jewels out. There are four murders, all committed under strange circumstances, before the Shadow, his girl friend, and his man Friday solve the mystery. The police take credit for the solution, never learning the identity of the Shadow.

Comment: While the plot and sequence of events in this film are slightly confusing in the opening scenes, proceedings are cleared up quickly enough, as the story unfolds, to make this a good offering for the armchair detectives and mystery fans. It's the first of a series Monogram is planning around "The Shadow" character, one well known to radio listeners and readers of detective fiction, which gives it a tremendous amount of advance draw in the neighborhoods where mystery fare has a following. And, even though a mystery, it is presented in a light enough vein to make it worthy entertainment for many other theatregoers. Kane Richmond handles the leading role satisfactorily and Barbara Reed does well as his fiance and general helper. Whatever comedy the picture carries is due to Tom Dugan's capable handling of his role as Richmond's man Friday. Joseph Crehan and Pierre Watkin make the most of their "police" assignments. Phil Rosen directed and Joe Kaufman produced.

The Flying Serpent

PRC **Horror** **58 Mins.**

AUDIENCE SLANT: (Adult) Average horror picture for the fans.

BOX-OFFICE SLANT: Will serve adequately as a filler.

Cast: George Zucco, Ralph Lewis, Hope Kramer, Eddie Acuff, Wheaton Chambers, James Metcalf, Henry Hall, Milton Kibbee, Budd Buster, Terry Frost. **Credits:** Produced by Sigmund Neufeld. Directed by Sherman Scott. Screenplay and original story by John T. Neville. Photography, Jack Greenhalgh.

Plot: A professor discovers the fabulous treasure of the Aztec emperor, Montezuma, and with the treasure he finds a feathered flying serpent, which the professor keeps in a cage. The serpent will kill anyone who possesses one of its feathers. Several murders are committeed in this manner by the man and the serpent until a young radio announcer unravels the evidence and saves the day for all.

Comment: This will prove adequate as a filler on a bill that can use a horror film for the secondary spot. There is little scariness about the entire proceedings, but there are several murders and the mysterious doings of a mad scientist to sustain the interest and make the less discriminating of audiences feel that it has something that might be termed entertainment for their enjoyment. George Zucco plays the scientist; Ralph Lewis, a writer who finally corners the man, and Hope Kramer the feminine interest. Others in the cast who do satisfactorily are Eddie Acuff, James Metcalf and Terry Frost. Directed by Sherman Scott; produced by Sigmund Neufeld.

Wagon Wheels Westward

Rep. **Western** **57 Mins.**

AUDIENCE SLANT: (Family) A first class show for the followerrs of the Red Ryder series and all other lovers of Western fare.

BOX-OFFICE SLANT: One of the best of the series.

Cast: Bill Elliott, Bobby Blake, Alice Fleming, Linda Stirling, Roy Barcroft, Emmett, Lynn, Dick Curtis, Jay Kirby, George J. Lewis, Bud Geary, Tom London, Kenne Duncan, George Chesebro. **Credits:** Produced by Sidney Picker. Directed by R. G. Springsteen. Original story by Gerald Geraghty, based on Fred Harman's NEA newspaper strip. Screenplay by Earle Snell. Director of Photography, William Bradford.

Plot: Bill Elliott, heading a wagon train of settlers, arrives at a town called Desert Springs, where they decide to settle down. They find the place deserted, and learn from the man posing as a land agent and leading citizen that most of the citizens have gone into the hills, following a trail of gold. Eventually Elliott discovered that the man is really head of a gang of crooks planning to steal the land, and that he started the fake gold rush. The crooks are disposed of and the honest citizens get their land back.

Comment: Like most of the Red Ryder pictures Republic has been turning out, this western has all the gunplay, hard-riding, and fistfights that make the series such popular fare with the kids and the adults who like outdoor action shows. And no wonder they enjoy them, for Bill Elliott is so smooth and expert in his role of 'Red Ryder" that one forgets that he's anything but, and the entertainment comes from going right along with all the action and excitement. Bobby Blake and Alice Fleming, as Little Beaver and the Duchess, help considerably with all the proceedings, and Linda Stirling and Jay Kirby provide the romantic interest. For pure cussedness, Roy Barcroft does a satisfactory job, assisted by Bud Geary, George Chesebro and several other unsavory characters. Production credit goes to Sidney Picker and R. G. Springsteen gave it the fast-paced direction the followers want.

Southern Gentleman

One day recently while Cyril Mee, manager of the State Theatre, Harrissonburg, Va., was eating in his favorite restaurant, the proprietor related an incident about a man who came in asked for an oyster carton. The balcony of the State had just been painted, the man explained, and he didn't want "to spit his tobacco juice on the newly painted floor."

Sensation Hunters

Mono. **Drama** **62 Mins.**

AUDIENCE SLANT: (Adult) Story about the girl-gone-wrong, that might interest the less discriminating and pulp magazine readers.

BOX-OFFICE SLANT: Minor offering.

Cast: Robert Lowery, Doris Merrick, Eddie Quillan, Constance Worth, Isabel Jewell, Wanda McKay, Nestor Paiva, Byron Folger, Vince Barnett, Minerva Urecal. **Credits:** Produced by Joseph Kaufman. Directed by Christy Cabanne. Screenplay by Dennis Cooper, from original story by John Faxon. Director of Photography, Ira Morgan.

Plot: A young factory girl, dissatisfied at home, goes to a night-club with a chance acquaintance. There she is disgraced in a gambling raid and is thrown out of her home. She gets work in a low-class night club, becomes hard and bitter, and eventually shoots the ne'er-do-well gambler with whom she has fallen in love. Before he dies, he kills her with the same gun.

Comment: Here is a minor offering that can be used as a filler in the small town and subsequent houses. It has a trite story with nothing in its presentation to make it worthy of any special notice, except that the title "Sensation Hunters" will have a certain amount of draw. Doris Merrick plays the girl-gone-wrong and Robert Lowery the heel-who-brought-it-all-about. In supporting parts are Constance Worth, Nestor Paiva, Isabell Jewell and Wanda McKay. Direction was by Christy Cabanne and production by Joseph Kaufman.

First Canadian Postwar 16-mm. Projector Demonstrated in Ontario

The first Canadian-manufactured 16-mm. projector was demonstrated last week at the screening room of the Canadian Motion Sound Company, Leaside, Ont. Projector and speaker are mounted together when not in use, forming one carrying case. Most advantageous feature of the assembly is that it weighs only 40 pounds, about half the weight of most equipment now made.

Exclusive features, include, improved forced air cooling, three-unit construction which aids in servicing and other minor but simplifying modifications. The projector operates on either 25 or 60 cycle power, sound or silent, and the sound equipment can be utilized as a public address system.

German Sound Patents Now Available on Royalty-Free Basis

The German "Stereophone" method of recording sound on film is now available to all American citizens on a royalty-free, non-exclusive basis, Alien Property Custodian Markham announced last week. Markham added that the system is reportedly superior, giving excellent three-channel reproduction of great dynamic range at a very low noise level. Five United States patents, title to which has been seized by the Alien Property Custodian, are involved.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

You're BIG, So Think BIG Mr. Manager

By Jack Jackson

In this provocative discussion the author of an exclusive series for this publication drives home the value to the manager of "taking stock" of his theatre and appraising it at its true value and significance to the community. The result of such true evaluation of the importance of the theatre and the pictures it shows is increased enthusiasm which will manifest itself in the prestige which the manager will enjoy in his city or town.

Just how BIG can you think, Mr. Theatreman?

Just how BIG can you feel about your theatre; its attractions; its service to the people of your community?

While most theatremen think pretty well of themselves, they seem to be reticent about letting anybody other than their wives and employes know of their self-satisfaction. At the meetings of the civic clubs, in conversations with the newspaper editors, at the Chamber of Commerce dinners, at church gatherings, etc. it is invariably the druggist or the department store owner who is stealing the spotlight as a progressive town benefactor whose enterprise deserves lauding from the housetops. The theatreman is usually allowing himself and his business to be taken for granted, and his effort in community advancement accepted or rejected without argument or complaint.

Talking About Service

Personally I've read notices in the New York papers about new displays in the windows of Fifth Avenue department stores. I've listened to a small town druggist exhort at length about new display fixtures and I've been visiting with an editor when a grocer crashed into the office and fairly raved about his new service of three deliveries a day. None of these things were equal in importance—or equal in cost—to the new front displays at the New York Paramount, Roxy or Strand; the hanging drapes, carpets or rest room service units at the local Rialto, or with the day-to-day-hour-to-hour service at any theatre anywhere. But the enthusiasm of the fellows who talked to the editors and to the business men's meeting was not to be denied, and readers and listeners alike were impressed with the service the concerns were giving.

A Case in Mind

By contrast let me tell you of a personal experience a couple of days ago.

I had hired a couple of top-rung European entertainers on short notice to appear at one of the theatres under my jurisdiction. They had just finished an engagement at one of the really "class" hotels of the state and had brought scenery, wardrobe, press books, lobby displays and everything else to authenticate their claims as rated artists. I had to call the manager's attention to the possibility of newspaper publicity and then stood in his office while he called a critic—a good newspaperman who is inclined to "go along" on any pretense and willing to go "all out" for attractions of merit. Well, the manager was exceptionally modest in his claims about the act. Said he, "They have some very nice photographs" and "they say they have appeared in Europe" and "This man seems to know his business and I'd like to have you spare the time for an interview." Needless to say he did not get a picture in the paper. He did get an interview with the critic, but one could know before even reading it, the see-it-if-you-want-to-at-your-own-risk notice that resulted.

To me such lack of enthusiasm about anything that happens in the theatre is downright sabotage. That manager is unconsciously doing his very damndest to keep business away from his theatre. And, feeling doubly sure that his many counterparts will read this article and never arrive at the conclusion that I am talking about them, I'm going to be a bit more specific.

If there is any place on the face of the earth where ego of the most flagrant order can

(Continued on Page 33)

Try This Tieup for 'Daily' Cooperation

With the priority considerably taken off the paper shortage, newspapers are again considering expansion on lineage and print. What more opportune time than now for alert showmen to take advantage of a cooperative tieup with a well circulated daily? Added news space for your theatre attractions never hurt the box-office and with a little extra effort, the tieup suggested here will bring in more than its share of revenue.

Here are the details: The newspaper distributes a liberal amount of double patron theatre guest tickets, which you supply, to various persons whose names appear hidden among the classified ads. These names are chosen at random from the local telephone directory. Through this, extra want-ad reader interest is induced, which in turn heightens want-ad sales space for the paper—which is your selling point for the tieup.

Display Ads for You

In return, the following should be promoted from the paper: large display ads which notify readers of the names hidden in the classified section. You should supply star heads and mats for these ads, which should contain theatre, picture and playdate credits. Secondly, eye-catching front-page boxes referring readers to the proper pages inside for details, plus scattered teaser ads to create interest in the stunt. Lastly, posters and banners on delivery trucks and on all newstands.

Because of the extra material in the display ads, individual shows are advertised to a greater advantage than ever before. Also, due to the fact that the newspaper is giving away the tickets, it can be persuaded to give more than the usual amount of publicity on its amusement page.

Theatremen should note that tickets offered to the public are referred to as "guest tickets" and not "free tickets." That which is offered free is not much good; that which is offered to a guest is the best.

Appoint Floor Sound Monitor

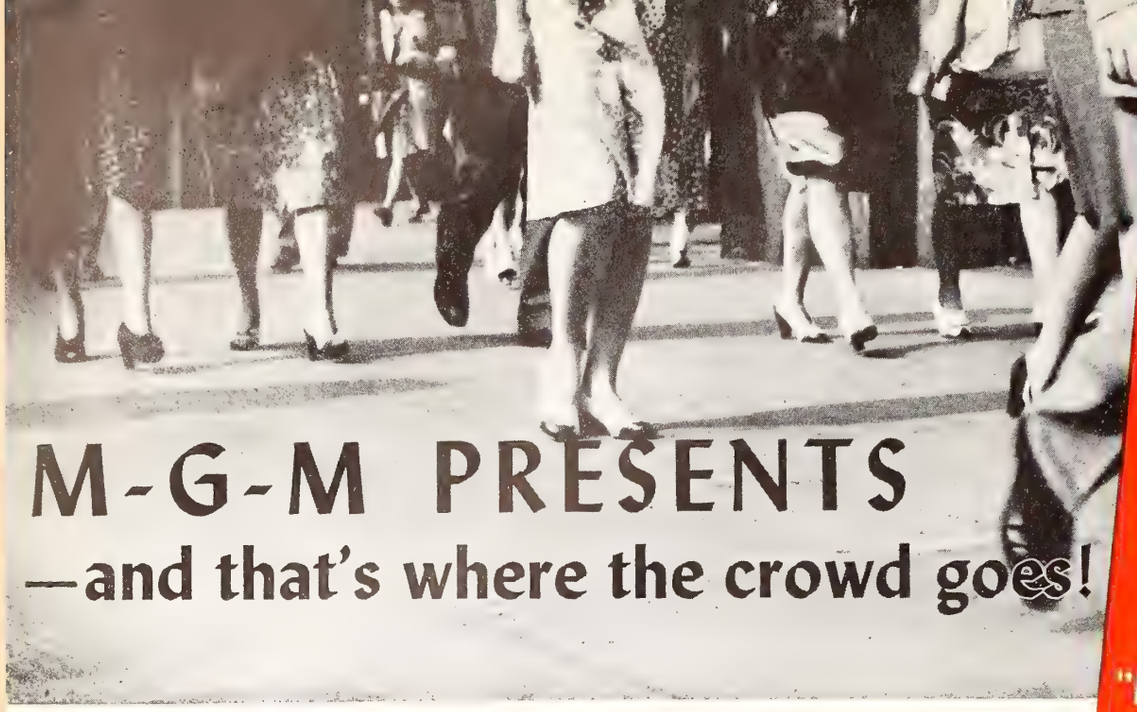
Someone in every theatre should be assigned to notify the booth for increased or decreased sound volume in accordance with the number of persons in the theatre at any one time. Nothing annoys a patron more than not being able to hear whispered dialog with the possible exception of nearly being blasted out of his seat by too great a volume of sound.

About Your Ads

The guy who said, "Don't fall in love with one of your own ads until you see it in the paper," really said something and he meant simply this: No ad is a good ad unless it stands out sufficiently on a newspaper page in competition with other ads, so that it attracts eye attention. By studying page make-up, the styles of ads most usually used in your town, whether they have lots of black or not, etc., you usually can devise an ad of your own that will stand out by contrast. Large space is NOT the first essential to topping the other guy's ads. Remember that.

"If it's M·G·M News—
it's Good News!"





M-G-M PRESENTS
—and that's where the crowd goes!

THE GROUP THAT'S GOT EVERYTHING

1. **TECHNICOLOR MUSICAL HIT!** "THE HARVEY GIRLS"
2. **INNOVATION!** "PORTRAIT OF MARIA"
3. **COMEDY HIT!** "UP GOES MAISIE"
4. **AUDIENCE FUN!** "LETTER FOR EVIE"
5. **STAR ROMANCE!** "SAILOR TAKES A WIFE"



A "SPECIAL" IN EVERY SENSE OF THE WORD!

But it's in M-G-M's new group with all its spectacular thrill and romance, its 11 song-hits, its star-studded cast! The Biggest Technicolor Musical of all to start the New Year!

JUDY GARLAND

in the grand TECHNICOLOR MUSICAL

"THE HARVEY GIRLS"

With John Hodiak · Ray Bolger · Angela Lansbury and Preston Foster, Virginia O'Brien, Kenny Baker, Marjorie Main, Chill Wills · Photographed in Technicolor · Screen Play by Edmund Beloin, Nathaniel Curtis, Harry Crane, James O'Hanlon and Samson Raphaelson · Additional Dialogue by Kay Van Riper · Based on the book by Samuel Hopkins Adams and the original story by Eleanore Griffin and William Rankin · Words and Music by Johnny Mercer and Harry Warren · Directed by George Sidney · Produced by Arthur Freed

LOOK

LOOK MAGAZINE *says:* *"'HARVEY GIRLS' sets a fast pace for the New Year's movie musicals. The first big musical of 1946."*



STAR ROMANCE!

You never heard so much laughter as at the Preview! Guaranteed box-office riot!

ROBERT WALKER
JUNE ALLYSON

a grand love-team!

THE SAILOR TAKES A WIFE"

With Hume Cronyn · Audrey Totter · Eddie "Rochester" Anderson Reginald Owen · Screen Play by Chester Erskine, Anne Morrison Chapin and Whitfield Cook · Based on the Play by Chester Erskine · Directed by Richard Whorf · Produced by Edwin H. Knopf



BIGGER THAN "SWINGSHIFT MAISIE"

This is positively the best of *all* the Maisie films! She gets into a helicopter and never such shrieks! Novel! Exciting! Romantic!

"UP GOES MAISIE"

starring

ANN SOTHERN
GEORGE MURPHY

With Hillary Brooke · Horace McNally Ray Collins · Jeff York · Story and Screen Play by Thelma Robinson · Based on the character created by Wilson Collison Directed by Harry Beaumont · Produced by George Haight

"On a sky-cycle built for woo!"





MARSHA HUNT

She put love notes in packages for soldiers!

JOHN CARROLL

Handsomer than ever, back again to his fans!

GREAT SATURDAY EVENING POST STORY

"A LETTER FROM EVIE"

With Marsha Hunt · John Carroll · Hume Cronyn · Spring Byington Pamela Britton · Screen Play by De Vallon Scott and Alan Friedman Directed by Jules Dassin · Produced by William H. Wright

INNOVATION!

Direct from its Premiere on Broadway!

Dramatic!

Colorful!

Unusual!



DOLORES DEL RIO

in

"PORTRAIT OF MARIA"

M-G-M presents A Mundiales Production with Pedro Armendariz · Directed by Emilio Fernandez · Produced by Felipe Subervillе · Music by Francisco Dominguez



THE PUBLIC SPEAKS!

Keeping company with The Friendly Company means that you're expressing the wish of your patrons.

In the recent vote conducted by Dr. George Gallup for Photoplay Magazine M-G-M won 34 out of 35 medals! The one on this page went to Greer Garson for Most Popular Actress and to M-G-M for "Valley of Decision," Most Popular Picture.

LOOK AHEAD!

Gable's back and Garson's got him in

(His FIRST NEW HIT!)

M-G-M's "ADVENTURE"

★

And the Greatest Production Since Movies Began!

GLORIFIED IN TECHNICOLOR

M-G-M's "ZIEGFELD FOLLIES"

★

"THE POSTMAN ALWAYS RINGS TWICE"

Lana Turner and John Garfield ignite the screen!

★

"EASY TO WED"

Technicolor and Terrific! Van Johnson, Esther Williams, Lucille Ball, Keenan Wynn

The Drive With a Heart! MARCH OF DIMES (Jan. 24-30)

ALWAYS FIRST AND ALWAYS FRIENDLY M·G·M

SELLING THE PICTURE

Leading Dignitaries at 'Expendable' Premiere

The nation's leading officials and military personnel were present at the recent premiere of MGM's "They Were Expendable" at Loew's Capitol, Washington, D. C., held in conjunction with a high-powered four-day program sponsored by the War Finance Division's Motion Pictures and Special Events Section.

Among the leading dignitaries who attended a reception preceding the premiere were Chief of Naval Operations Fleet Admiral Chester W. Nimitz; General and Mrs. A. A. Vandegrift; Vice Admiral and Mrs. E. L. Cochrane; Vice Admiral and Mrs. Aubrey W. Fitch and Vice Admiral and Mrs. Marc A. Mitscher. Robert Montgomery and Donna Reed, stars of the film, also were present at the stage ceremonies for the premiere, with Howard Dietz, MGM vice-president and director of advertising and publicity, as master of ceremonies.

Highlights of the campaign staged in connection with the opening were the public exhibition of PT boats, captured Japanese equipment and booby traps; a luncheon aboard PT boats for press and radio representatives; a display of battleship signal lights from theatre marquee, and display of thousands of cards.

'Lost Weekend' Screenings Held

Screenings of Paramount's "The Lost Weekend" were held January 8 and 9 in Philadelphia prior to the opening of the film at the Boyd Theatre on January 16. In attendance were principals of colleges, grammar and high schools, and other educators; psychiatrists and members of the medical profession; members of the Judiciary and welfare departments, and others.



BUILDS MATINEE. Edward May, Rosetta Theatre, Miami, evidently believes that anything worth showing is worth selling, as evidenced by this lobby set-piece used to advertise his young amateur stars who appear on the theatre stage Saturday matinees. Youngsters are called "Stars Of Tomorrow" and are proving popular with the juvenile matinee trade.



CATCH THE PIG! Large crowds were attracted to a greased Pig Chase conducted by Jack Alger, publicity director of the two Majestic theatres in LaSalle and Peru, Ill., as the highlight of a top campaign to publicize "State Fair." Jay Frank, 20th-Fox exploiteer, assisted in arrangements for the campaign which also included 20 tieups with department stores, music and record shops, free want-ads in newspaper classified sections, etc.

Advance Plugs Sell 'St. Mary's' for Sorkin

Tremendous advance publicity highlighted the advertising and exploitation campaign staged by Manager S. L. Sorkin, of RKO Keith's Theatre, Washington, D. C., for his showing of "The Bells of St. Mary's." Coupled with a teaser advertising campaign in the capital's newspapers which ran ten days before the film opened, Sorkin also ran a trailer on his screen five days prior to the opening.

Radio was well utilized with 15-minute programs on the four major networks, in addition to extra plugs and spots.

Handsome window tieups were arranged with local leading department store, including a special display in the music branch.

Sorkin beautified his theatre front and lobby by trimming them with bells. Attractive lobby posters, the first one being displayed a full two months in advance of the opening, with subsequent frames added from time to time, keyed up interest in the film.—WA.

Three Men Added to Paramount's Advertising and Publicity Staff

Fred Goldberg and Joseph Callahan have been added to Paramount's home office staff, under the supervision of Alec Moss, exploitation manager, it was announced by Curtis Mitchell, national director of advertising and publicity.

Richard M. Halsey has been added to Publicity Manager Al Wilkie's staff in a research capacity.

Music House to Plug UA Film

Mills Music Company, publisher of Who's Sorry Now, the popular song hit written in 1923 which is being revived in "A Night in Casablanca," is planning a nation-wide exploitation campaign timed to the United Artists release in April of the David L. Loew picture starring the Marx Brothers. The song has sold more than 150,000 sheet music copies.

Big Detroit Campaign Exploits 'Spellbound'

Large amounts of newspaper linage, a well-publicized contest, more than two dozen window tieups and several radio spot announcements featured the Detroit exploitation campaign on United Artists' "Spellbound" at the State Theatre. The completely varied four-pronged attack took the automobile city by storm and ended up in a whirlwind at the box-office.

With restrictions on newsprint practically a thing of the past, a maximum amount of newspaper linage was employed in three Detroit papers beginning the Sunday ahead of playdate, and in addition stories and art in the amusement sections, fashion pages and news sections gave added publicity to the cast and film.

A "Miss Spellbound" contest, designed to select Detroit's most charming, attractive and intelligent girl, was responsible for many breaks in the news sections. Judging the contest were John Coppin, noted Detroit artist; Vincent Gage, associate editor of the Debutante Register and Dick Satterfield and Ted Baldwin of the Selznick Studio.

Eight leading women's shops used cooperative ads promoting their merchandise with the "Spellbound" tag.

Zenith Hearing Aids employed window tieups in 12 of their outlets, and attractive book displays at other shops did much to help the campaign. An ornamented ski display at a popular sport shop, set up three days prior to the opening, attracted considerable attention.

Spot announcements on WXYA, WXYZ and CKLW were used extensively.

Street car dashboards on all main lines also did much to keep the city "Spellbound"-conscious.



JUST LIKE LINDA. This eye-catching live lobby display was used at the Wisconsin Theatre, Milwaukee, to sell 20th-Fox's "Fallen Angel." Exhibitors who have played the picture will recognize the lobby display as almost an exact duplication of one of its scenes. Needless to say, the display created more than a little talk. The stunt was arranged by Jack Starnation, theatre's publicity director. The girl represented the local Linda Darnell.


the NEW Dick Powell
gets rougher, tougher
and more TERRIFIC!
DANGEROUS!
the woman too
willing to help
him forget!



The war left him his life, to stake on one more grim gamble, find in the Buenos Aires underworld the man who killed his wife.

DICK POWELL

IN Cornered

RKO RADIO PICTURES

with Walter SLEZAK

Micheline CHEIREL Nina VALE Morris CARNOVSKY Edgar BARRIER Luther ADLER

Produced by ADRIAN SCOTT • Directed by EDWARD DMYTRYK • Screen Play by JOHN PAXTON

Teen-Agers Held Potent Box-Office Material

Activities That Increased Youth Patronage Cited as Alert, Modern Showmanship

With kiddie shows and apropos features designed for those who are under 13, and special adult entertainment for those over 21 what of the neglected youth element between those ages? Are they being overlooked?

Teen-agers, a movie gold mine of today, with proper care, handling and proffering of sincere goodwill can be molded into the much desired future theatre audience of tomorrow. Many present-day popular stars owe a great deal of their prestige to the bobby-sockers, as witness the phenomenal rise of Sinatra, Harry James, Van Johnson, Gene Autry and Roy Rogers. In addition to this, a huge percentage of the numerous motion picture magazine readers are youngsters, all of which makes for excellent future theatre patron potential. All one has to do is look at these facts objectively to realize why this youth group must be catered to and never neglected.

It is the alert, trend-following theatreman who, upon booking typical teen-age fare such as "Kiss and Tell," "Snafu," "Janie," "Junior Miss," "Too Young to Know" and other such films, directs his efforts towards selling the picture their way. For, according to information received by SHOWMEN'S TRADE REVIEW, recent campaigns aimed toward the bobby-sock trade have inevitably brought out a minor tidal wave at the box-office, and have done much to make the youngsters a consistent part of the movie-going legion.

For those theatre operators who see in this trend more than meets the eye, and who desire stimulating ideas on the subject, the following fundamental ideas are presented to be enlarged upon or changed to suit local conditions.

The town's local high school should be the logical target of much of the theatre's exploitative explosions. Take the recent case of a showman who decided to let a group of school youths preview a film. By contacting the school's superintendent, he was allowed to discuss the picture and his plans with the presidents and officers of the school's clubs, classes and after-school-organizations. After passing out invitations to the advance showing (which impressed the young leaders no end), he told them that he wanted to build the reputation of a youthful new star in the film, and that their comments on preview cards would more than aid in the build-up. The kids felt a responsibility and of course outdid themselves. Not only did this junior preview innovation grab off plenty of news space, but the word-of-mouth publicity was terrific, or as the manager put it, "Those kids did more than any Woman's Club (with all due respect to them) could ever do." The manager built up a lot of goodwill with the kids, their parents and the school heads, and paved the way for additional promotional ventures in the future.

Much free and valuable publicity can be garnered by contacting the high school newspaper. For Columbia's "Snafu," an exhibitor working directly with the paper's editor, could promote a contest whereby double patron theatre guest tickets (so the boy-friend could take the girl-friend and vice-versa) would be rewarded to those contestants submitting the best articles on "The Greatest 'Snafu' in My Life." The school paper is sure to give it a big play and the contest should enjoy a rollicking success, with a good possibility of the town's local gazette picking up the winner's story for an extra break. The exhibitor's contacts with the school paper's editor and feature writers can more than help put this campaign on the black side of the ledger.

By collaborating with the school officers of the sophomore, junior and senior classes, a manager can arrange to plug his film conveniently and at the same time create acres of goodwill by a tie-in with one of the many scholastic dances. A most recent example of this type of tieup was in a campaign for the showing of a popular teen-age production. Through the school's newspaper and banners around the building, the manager announced that he was offering 10 individual pairs of ducats to those girls most representative of the town's 'junior deb' at the next dance, which tied-in with the forthcoming picture. The stunt succeeded because of the work and cooperation given by school kid officers who officiated at the dance contest. In this case, photos and stories about the girls were featured in local tabloids for nice breaks, which added attractive totals to box-office grosses.

Another effective effort was putting a soda bar in the theatre lobby to hypo teen-age goodwill and patronage. A weekly dance was featured at the house for members of a nearby high school. The lounge accommodated only 80 persons, so each week 40 students would draw for the opportunity of attending. One week the girls would draw and choose their partners from the boys; the next week the boys would do likewise, and the juke box played merrily on. This smart showman soon intends installing live entertainment to please his younger friends, which isn't a bad way to insure future audiences.

Exploitation methods should not halt with the school, for outside business tieups leaning on the youth angle also fall into the profitable-goodwill-publicity class, too. A suggested tieup could possibly operate along the ensuing lines. For example, concurrent with the showing of Columbia's "Kiss and Tell," the management might contact a leading department store and arrange a "Shirley Temple Slipper Contest." The store would advertise in windows and newspaper ads, together with theatre and playdate credit, the presentation of a pair of expensive shoes to the first teen-ager who entered the department store and whose foot was the same size as Shirley Temple's. The theatre could give guest tickets to the child and her family. The merchant would probably find that the crowd of youths, most of whom would be escorted by parents, would flood the store, heightening buyer interest, and more than compensate for the initial expense.

Another important interest-creating factor to be enlisted during any film selling campaign is that of a teen-age clothing fashion spread. Young kids will go out of their way to copy and imitate the new and novel clothing fashions worn by their favorite teen-age movie starlets or stars. Exhibitors could get in touch with local department stores and have them create "Special Teen-age Wardrobes" along the lines of the clothes worn by the starlet, and then tiein the picture with the department store's windows and news ads. Another slant on this idea is a fashion folder, with photographs of teen-age stars and models in various figures of up-to-date dress. This booklet can be put out collectively by clothing merchants, with the theatre supplying mats of stars, dates of pictures, etc. Out-of-the-ordinary mailing lists may be obtained by special contact with proper school officials, so that the youngsters whom these fashions concern may receive them direct.

These are just a few of the angles that can start the teen-age youth movement to the box-office. Theatremen who may have neglected this important movie-going element would do well now to begin currying its favor as the soon-to-be adult patrons of tomorrow—with tomorrow not so very far away.

Name Baby After Film Character

Acclaim as Canada's youngest pin-up admirer has fallen to the young baby daughter of a farming couple, Mr. and Mrs. Arthur Cundle of Blenheim, a hamlet in Western Ontario, as the result of a group of events which began even before the child's birth.

While the baby was on the way, the Cundles' went to the Center Theatre in Chatham to see Warners' "Old Acquaintance" and were so pleased with the performance of Dolores Moran in the role of 'Deirdre' that they asked Manager Frank E. Reid for more information about the star. Glenn Ireton, public relations manager of Canadian Warner Brothers in Toronto, learned of the incident when Reid wrote to him for more information. Meanwhile, the parents-to-be decided on the name for their offspring and in due time the baby was born and arrangements for the christening followed.

Ireton was notified and decided to "stand up" with Reid and another Chatham Theatre manager, Harold S. King, for the ceremony. They bucked miles of snowdrift and finally their automobile became stalled in the snow and Papa Cundle had to come to their assistance with his farm tractor. The baby was named Charlene Deirdre Cundle.



BULKELEY HONORED. In connection with the recent showing of MGM's "They Were Expendable" at Loew's Theatre in Reading, Pa., Commander John D. Bulkeley, the Navy's most decorated officer, appeared in person and was honored at a cocktail party held at the Berkshire Hotel. Commander Bulkeley (right) is shown here with Paul Schaeffer, chairman of the Berks County War Finance Committee, and Larry Levy, manager of Loew's. Much newspaper publicity resulted from the personal appearance.

Bulkeley Appears in Connection With 'Expendable' Openings

Navy Commander John D. Bulkeley, who commanded the PT boat which took General Douglas MacArthur out of the Philippines, has made a series of visits to Baltimore, Richmond and Harrisburg in conjunction with openings of "They Were Expendable."

Bulkeley called on governors, mayors and other leading officials in the cities he visited and drew front page newspaper stories. He was accompanied on his tour by Tom Baldrige, MGM field exploitation representative stationed in Washington.



Never Underestimate the Power of a Woman"



Every good showman knows the truth of that phrase everytime he looks at an audience in his theatre . . . 30,000,000 women know that Tom Breneman's "BREAKFAST IN HOLLYWOOD" [220 ABC Network Radio stations *most popular* weekday ayem show—11 (EST)] is now a ready-for-release picture and they're all waiting for

GOLDEN PICTURES'

Invitation to

BREAKFAST IN HOLLYWOOD

with

TOM BRENEMAN

BONITA GRANVILLE ★ BEULAH BONDI ★ EDWARD RYAN ★ RAYMOND WALBURN ★ BILLIE BURKE ★ ZASU PITTS and HEDDA HOPPER

PLUS! ANDY RUSSELL ★ SPIKE JONES and His City Slickers ★ KING COLE TRIO

Produced by ROBERT S. GOLDEN ★ Directed by HAROLD SCHUSTER
Original Story and Screenplay by Earl W. Baldwin ★ Released Thru UNITED ARTISTS

. . . and U.A. is ready, as always, to give smart showmen another moneymaker!

Money Dates for February

If moviegoing has been somewhat spasmodic during January because potential patrons were paying their Christmas bills, there should be something of an improvement in February. The month presents much in the way of patriotic and commercial observance. Theatremen can build extra profits by taking advantage of these observances, most of which are national in character, and making them colorful local events. No time should be lost in contacting interested merchants, school authorities and organizations that may be prevailed upon to take part in observance of the various occasions. And, of course, arrangements should be made with newspapers and radio stations for cooperation. Keep your theatre in the limelight of all activity during the month. This, plus your customary exploitation activities, should produce a short (only 28 days) but profitable month.

National Observance Periods:

Feb. 3-9—NATIONAL DRAMA WEEK. Contact the high school dramatic teachers, local drama leagues and private elocution and dramatic teachers. Have them either arrange for individual presentation of their prize groups or pupils or combine their efforts into a special stage presentation. The newspapers and radio stations will lend their assistance to making the event successful. Arranging to give a portion of the receipts from the evening of the final presentation to a deserving local charity should give the occasion a nice tone of public spirit and remove the stigma of selfish commercialism. Including the music, vocal and dancing teachers would enhance the entertainment values of the presentation and offer possibilities of holding stage events two or more nights during the period of observance. This display manager of the local newspaper will find possibilities for tie-up advertising among the various music stores and teachers whose pupils take part.

Feb. 8-14—NATIONAL BOY SCOUT WEEK. Arrange for a meeting with all local troop leaders and tie the theatre in with special membership drives for each troop. Get the support of the newspaper or radio to the drive and have it start with a big party in your theatre, with all troops marching through town to a special performance. Allow the leaders to occupy the stage on the first night and explain to parents the benefits their offspring will receive through membership. Allow each troop to demonstrae their proficiency in drills, camping practices, etc., on special nights of the week in front of the theatre. Give a theatre party to the troop showing the greatest increase at the close of the drive. Help the scout leaders set up a local committee of civic leaders to solicit funds or in other ways help the movement. Another idea would be to have all new members take the oath of membership and be sworn in on your stage. If there are too many for handling on any one night, arrange for two or three such initiation periods.

Feb. 15-22—NATIONAL CHERRY WEEK. Candy stores, fruit stores, produce merchants and bakers could be induced to participate in observance of this period. Undoubtedly the national organization will have contacted most of them and they are susceptible to approach on any angle that promises to popularize or extend the cherry market. The display manager of the newspaper should be able to get a lot of advertising space to support a publicity campaign involving contests for recipes where cherries were used in cakes, etc. The candy stores are naturals and the ice cream manufacturer should also go along. The baker might be prevailed upon to make a cake for lobby display.

Feb. 17-24—BROTHERHOOD WEEK. If there happens to be a Big Brother movement in your town, tieups with the organization are a cinch. If no such organization exists it might be good business to contact leaders of the Rotary, Kiwanis, Elks, etc., and get such a group started. The newspaper or radio station will cooperate to the limit on a movement of this kind. Briefly, such an organization exists in many big cities and engages in efforts to alleviate the burdens of needy children by each member acting in a semi-foster father capacity to certain deserving youngsters designated by school authorities. You can also interest church dignitaries. Set up regular periods when the "adopted" kids will be guests at the theatre at a cut-rate ticket expense to their "dads."

Holidays.

Feb. 12—LINCOLN'S BIRTHDAY. Contact high school authorities and arrange for debates among student groups on "What would Lincoln do in the present post-war peace period?" Admit winning teams as your guests or, if possible, arrange for the two winning contestants to present 5-minute summaries on the stage. Try to get the Boy Scouts to parade to the theatre and offer special tribute to Abe Lincoln. Contact the principals of the grade schools and endeavor to have them interest the kiddies most proficient in elocution in appearing on stage to deliver Lincoln's Gettysburg Address and the Emancipation Proclamation. Give your lobby and front patriotic treatment featuring heads of Lincoln. A lot of attention could be attracted to a rail-splitting contest in front of the theatre with a period pass going to the winning team. If the banks in your community will participate in a "penny drive," you might get excellent advertising results with a stunt in which a special price concession is made to patrons paying their entire admission in Lincoln pennies.

Feb. 22—GEORGE WASHINGTON'S BIRTHDAY. Perhaps it is possible for you to get the various city or town officials, leaders of women and men's clubs, civic and social organizations together in a mammoth rally to give verbal support to that which Washington stood for—freedom, liberty and enterprise. Speeches by the officials encircling peace, unity and religious tolerance would be picked up eagerly by newspaper and radio. This is "All American" day, in which you can get the American Legion, Boy Scouts and World War II veteran groups to take part in a huge parade ending at your theatre. You can do a swell job for your country and people while boosting theatre receipts by getting all of these top civic leaders and the heads of various organizations lined up well in advance. The newspaper editor, the Board of Education, your local church and synagogues all will participate. Stage it as a tribute to the father of the country or as an expression of appreciation for the freedom Washington made possible. You can have them parading the streets all day and a lot of activity in front of and in the theatre, if you really go to work on the idea.

Special Anniversaries.

Feb. 11—THOMAS A. EDISON, BORN 1847. Contact the local light and power company and inveigle them into using your lobby as a showcase for the old and new in electric lighting and power equipment. You donate the space and they carry the newspaper ads to call attention to the display.

Feb. 14—ST. VALENTINE'S DAY. Make a tieup with local candy merchants for the sale of special sweetheart tickets—at a lower than box-office price—to be given away or sold in connection with purchases of candy at their establishments if they agree to purchase a stipulated amount of tieup advertising. Or, if you wish, you can establish a special sweetheart price at the box-office to be given all sweethearts patronizing the theatre together. Have the editor conduct a search for the oldest sweethearts in town and arrange to have them as your guests. Stage a husband-and-wife night. Be sure your screen attraction is on the romantic side.

Feb. 25—INCOME TAX AMENDMENT ADOPTED, 1913. The tax collector and his assistants will welcome an opportunity to explain the manner of filing returns to your customers and you'll be doing the patrons a big favor by permitting the use of your stage for this purpose. The newspaper and radio station can be depended on to publicize the service to the fullest extent.

Feb. 26—PANAMA CANAL ZONE TREATY SIGNED, 1904. If your theatre happens to be in a community where a portion of the population is from Latin-American countries this is a swell chance to put it in the front ranks of the exponents of the U. S. good neighbor policy and possibly attract additional business. Get the newspaper and radio station to publicize your observance.

Sectional Observances:

Feb. 6—Massachusetts Admitted to Union, 1788.
Feb. 12—Georgia Day (holiday in Georgia).
Feb. 14—Oregon Admitted to Union, 1859.
Feb. 14—Arizona Admitted to Union, 1912.
Feb. 19—Ohio Admitted to Union, 1803.

Arouses Interest with Teasers

A one-two punch technique was employed by Manager Bill Decker for 20th-Fox's "And Then There Were None" at Schine's Liberty, Cumberland, Md. The first punch was in the form of calling card made up to resemble an invitation to a murder, requesting the holder's presence at the theatre. Distribution was made to hotels, restaurants, etc. The second punch was used for Universal's "Men in Her Diary" for which Decker used a classified ad with the following copy: "Lost! A Diary . . . When through please return it to Liberty Theatre and see 'Men in Her Diary'."

MARCH OF DIMES—JANUARY 24-30

Berman's Co-op Ads Put Over 2 Films

Even though it's a top-notch picture—don't sell it short! That in a few words is the 100 per cent successful formula behind Manager Mort E. Berman's box-office smashes in Springfield, Illinois. Take for instance, the Orpheum Theatre's showing of MGM's "Weekend at the Waldorf" and Paramount's "Stork Club." It's not in the Berman plan to let them slide in unnoticed, so he plugged them—but good!

For the showing of 'Waldorf," he sold a double-page advertisement in both morning and evening newspapers featuring an 'Orpheum Theatre Christmas Contest" with prizes offered to contestants who submitted the best answers as to why they should attend the picture. Smaller cash prizes and guest tickets were awarded those who sent in reasons as to why they should purchase the various merchandise advertised in the tieup. The result was a total of 5000 answers and an increased volume of business at the boffice.

The next week 'Stork Club" was featured and Berman again sold a full-page tieup to Myers Brothers, Springfield's leading department store. The ad highlighted the annual "New Years Baby Derby," and two full baby layettes were promoted and given to the first birl and boy babies born at that city in the New Year who were named after the stars of the picture. Also displayed was a full front window of the department store, plugging the tieup and picture. The two local newspapers publicized the picture and the contest throughout its run, all of which put another feather in Berman's much befeathered hat . . . and rang another bell at the box-office.

Berman claims that both films were played during adverse weather, and because of that, drove his advertising inside. But in spite of the setback, he did okay . . . Okay is right, and you can say that again!

'Gay '90s' Program Proves Hit For Gollogher in Trinidad (U.S.A.)

Highlighted by such films as "The Great Train Robbery," "Ten Days in a Barroom," and the "Dempsey-Willard Fight," the program, "The Good Old Days," was executed very successfully by H. E. Gollogher, city manager for the Fox Theatre, Trinidad, Colorado, with the launching of an extremely apropos exploitation campaign.

Believing that if a novelty is worth booking it is worth selling, Gollogher set out to make everybody in Trinidad "Good Old Days" conscious. He attired his staff in "Gay 90s" dress, created an attractive false front for his theatre, employed old electric vehicles for street ballyhoo, and rigged up an old-time bar.

The program proved nostalgic for the oldtimers and great fun for the bobby-soxers.

College Rally at Theatre Cements Friendly Relationships

In cooperation with the students of the University of California, at Los Angeles, Manager Earle Barry and his Village, Westwood staff, where the college is located, put on two guest shows. The affair was the highlight of Homecoming Week, first since Pearl Harbor. Each performance was opened with a short rally on stage led by cheer leaders.

This is a fine example of how a theatre can operate with its nearest educational institution and through cooperation cement friendly relationships.

Dexter Here for Conferences

Gayne Dexter, Warners' director of advertising and publicity in Great Britain, is in New York for home office conferences.



EASTMAN Plus-X

NATURAL choice for general studio use, for composite projection background scenes, and for exteriors under poor lighting conditions . . . Eastman Plus-X Negative Film, one of the family of Eastman Films, favorites of the motion picture industry for more than fifty years.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.
J. E. BRULATOUR, INC., Distributors
FORT LEE, CHICAGO, HOLLYWOOD

...ALL-PURPOSE NEGATIVE FILM

Stage Event Stunts Score in Caldwell

The older they are, the better they are, seems to be the motto behind Irving Simpson's smash box-office successes with Caldwell audiences. Be it pie-eating contests, home-town screen tests, amateur contests or any other patron-luring device, the Fox Intermountain city manager believes in ads that state "And on the stage . . ." because he has come to realize those four words nowadays mean extra dollars at no extra expense.

Most recent of the Simpson 'clickers' was an old-time pie-eating contest held, not on a kiddie show, but for the entertainment and enjoyment of the regular patrons, which brought down the house. It's old, but it's box-office, according to Simpson. The Home Town Movie idea, which Fox Intermountain's District Manager Hall Baetz employs to great advantage over the entire Montana district, took Caldwell by storm. The screen test "stage event" assures one big night, and the actual showing of the films always is good for several others.

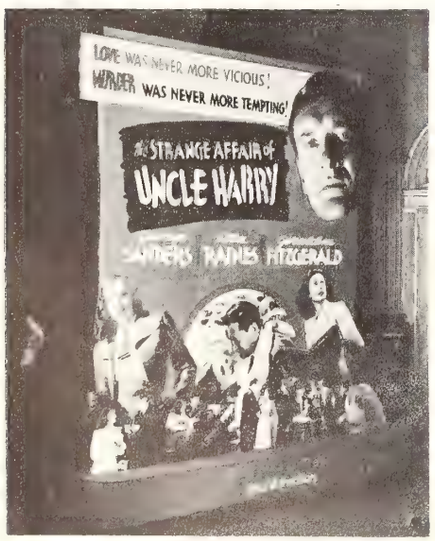
So why run a "simple ordinary" theatre, asks Simpson, when a few old or new events, sold as "stage attractions" honestly and legitimately lure extra patrons?

'Musical Quiz Contest' Held in Cincinnati

A 'Musical Quiz Contest' on the radio, employing familiar western songs, was conducted over station WKRC as part of the advance exploitation campaign for Warners' "San Antonio" at the RKO Albee Theatre, Cincinnati.

The first 25 radio listeners sending in the correct names of the songs played received guest tickets to see the picture. Compositions broadcast in the contest included such favorites as Wagon Wheels, The Last Roundup, Boots and Saddles, Old Faithful and other cowboy numbers.

A similar contest was to be used in connection with the opening of the film in Dayton, Springfield, Zanesville and Toledo.



SENSATIONAL. How a good mystery melodrama may be effectively sold to an audience which likes a touch of the macabre is effectively demonstrated by this advance lobby display in the Lichtman Theatre, Washington for Universal's "The Strange Affair of Uncle Harry." Done in somber colors and predominated by title stenciled with green blinker, the display was further enhanced by the still enlargements at the base. Indirect green fluorescent lighting gave weird effect.



UNIQUE ADVERTISING. RKO Radio's new series of magazine advertisements called Pic-Tour of the Month, now appearing monthly in Life and Woman's Home Companion, is receiving wide discussion as one of the most attention-getting series yet devised for magazine reader consumption. Combined circulation of both publications total 7,464,741, with at least three times that many actual readers. The layout shown above, advertising "The Spiral Staircase," "Without Reservations," "Heartbeat" and "From This Day Forward," is scheduled to appear in Life, issue of February 11, and Woman's Home Companion, March issue.

Record Poster Plug For 'Heaven' in N. Y.

The New York posting campaign for 20th-Fox "Leave Her to Heaven" was huge with 76 24-sheets being posted in Manhattan and the Bronx one month before the opening date at the Roxy. As the campaign progressed, 374 more 24-sheets were added, along with 2000 three-sheets, 2000 six-sheets, and 2500 one-sheet. The record number of posters was employed strategically throughout the five boroughs.

Rodney Bush, exploitation manager, directed the poster campaign and Jules Fields, publicity manager, supervised the metropolitan press, which handed the picture a record number of newspaper and magazine breaks. Under the direction of Christy Wilbert, advertising manager, the ad campaign was one of the most telling of its kind, with teasers and large ads attractively spaced before and during the picture's run. Radio spots, secured by Radio Manager Irving Kahn were carried over all major networks including most of the independents.

The over-all campaign for the picture in New York was under the direction of Charles Schlaifer, who heads the advertising, publicity, exploitation and radio departments of 20th-Fox.

Joins Warner Field Staff

Emmons H. Turner, Jr., former New England newspaperman, magazine writer, radio announcer and publicist, recently discharged from the Army with the rank of captain, has joined Warner Bros. field public relations staff. Following a short period in New York under Bill Brumberg, manager of the field staff, he will be assigned to the Albany exchange territory.

Metropolitan Snipes 'San Antonio'

For the first time in its history, the Metropolitan Theatre, Boston, has sniped a coming-attraction poster on its subway boards to advertise the booking of Warner's "San Antonio."

'Dillinger' Campaign in Mexico Scores a Hit

Monogram's "Dillinger" opened in Mexico City amid a blast of ballyhoo and peals of publicity which sent citizens of the capital city scurrying to the box-office of the Colonial Theatre.

Radio highlighted the campaign with ten spot announcements broadcast on every radio station, which began a week in advance of the opening and ran for a week after. Newspaper advertising was also employed.

The Colonial management distributed 15,000 cardboard pistols bearing the imprint of the playing date and theatre, to all patrons a week before the opening. An attractively designed flat streetcar, with all four sides carrying large blow-ups plugging the film, ran for eleven days, six hours each day, over all car tracks in the city, with a clanging bell to attract attention.

The theatre was all decked out for the occasion too, with two large cutouts, a large valance encircling the entire marquee, and specially cut-out red silk screen cards with white imprints, which were hung from the theatre's lamps. All these effects were displayed three weeks in advance of the showing.

School Talent Contest Sells Strand Films

Selling a theatre's attractions with the excellent 'come-hither' draw of a well planned radio talent show contest is the showmanship stunt designed by Manager Milt Frye of Schine's Strand Theatre, Seneca Falls, New York.

Cooperating with a radio station located 16 miles away, a merchant sponsors the entire cost of the show including a line installation direct to the station, radio time and all contest money prizes.

The contest, which emanates from the theatre's stage, runs for 20 weeks, at the end of which time the winners will perform in a grand series of semi-final contests for five weeks. The finalist will receive the top prize. Not only does this entertaining effort give Frye a chance to advertise his films verbally, but all the schools, which supply the show's talent, are going in for the idea in style, cooperating 100 per cent. That alone, in goodwill, is worth everything.



MUSIC SCHOOL TIEUP. Although there is no apparent reason for the music school to tieup with Columbia's "Kiss and Tell," all the more credit goes to Jimmy Eshelman of the Paramount Theatre, St. Paul, for his pursuasive powers in arranging this window which is but one of several set to publicize the Shirley Temple starrer.

The Brass Tacks of Efficient Picture Theatre Management

(*Continued from Page* 20)

not only be condoned but actually commended, it is the theatre. If it were possible for the average theatre manager to blow himself up with helium gas he could not attain the heights to which his forthright service to the people of his community entitle him. To repeat what has been written so often before; motion pictures and accompanying programs at theatres are conceived and planned with a view of captivating one or more of the many human emotions that are the motivating force of peoples everywhere. If you, as a theatre manager, can (through your personal enthusiasm, the enthusiasm you can instill in your staff, the sparkle you can implant in your various advertising efforts) succeed, even momentarily, in effacing the scars of toil and travail for just a few members of your audience—putting a smile where there was a frown, gladdening a heart that was heavy—you are fulfilling a mission beyond the abilities of the finest business and professional men in any community.

Ego Required

To do this requires a controllable bump of ego—ego of the kind that prompts its owner to dare to conclude that the other fellow may be interested in what he has to sell and that his wares will benefit the chap to whom he sells them. Science has never perfected an instrument to measure the depth of sorrow in the human heart or the travail of a distressed mind. It is possible—yes even probable—that the enthusiasm generated by your ego will break the self-set barriers, the shiny masks that people always use to hide sorrow and distress and that the resultant moments spent in the theatre will prove turning points in the lives and careers of the men and women you contact. If you can do this you are surpassing the efforts of the finest medical practitioner, the most able lawyers and the most apt advisors in your locale.

If you think I'm dreaming just stop and think how much has been written about the ability of pictures and the theatre to mould character for the worst. Every crack-pot reformer is able to get reams of publicity by picking out some one picture that may possess a questionable sequence and ranting about "how the movies are ruining our children." You and I both know that people everywhere believe that rot, so why not get some "fire" into our efforts to publicize and command attention to the numberless elevating elements that the vast bulk of our offerings contain? Why not get all "hopped up" about the splendid spectacles, the wonderful historic romances, the exciting adventure stories, the crime-does-not-pay lessons of our detective stories, the thrill of our mystery narratives? It's time we all started thinking BIG about ourselves and our theatres and our attractions. Motion pictures are "seeable literature." Literature of the very finest kind—as good in every way, and far better in some, than the books that grace the shelves of our best libraries. Through the medium of the screen it is possible for patrons within the span of a couple of pleasurable hours to thoroughly absorb, through eye and ear, narratives whose written script would tax the comprehension of the lesser educated and demand hours of eye-taxing strain from even the best-trained minds. The screen makes it possible for Mr. and Mrs. Stay-At-Home to go along with Father Hubbard on his trips to the Arctics. To "reluctantly leave" remote places with FitzPatrick. To be in personal attendance at the most exciting battles of the recent World War.

The screen—and the screen alone—can inspire multitudes to soul-uplifting thoughts such as the forever memorable scenes and unforgettable story content of "Going My Way." Literally hundreds of other examples could be cited but just let your own recollections bring back the legion of impressive lessons in practical character building, honest business procedure, ethical social conduct and other elevating procedures that help men and women, boys and girls to a better understanding of how to lead better lives and become better citizens.

It's Up to You

There have been very few "bad" pictures, and those few only enjoyed minor distribution. The mammoth majority of pictures are composed entirely of elements calculated to make lives happier and to afford practical example of the silver lining that glistens behind every cloud.

Every picture possesses tremendous emotional appeal and it's up to you to SELL the story intent of every picture you play to everybody you talk to. Don't let some druggist get space in a newspaper because he put in some new shelves. You are doing something new for the community every time you change programs. Don't let some local plumber "hog" the C of C gathering with details of his new wash bowl reamer. Tell them about some of the exciting details of your coming attractions. Don't let the grocer "bull" them into thinking that his three deliveries a day mean anything compared to the incomparable service and exceptional accommodations offered to patrons of your theatre.

Start thinking BIG, Mr. Theatreman, because you are BIG. Yours is the only merchandise being offered in the entire city that cannot be secured by mail—and more than likely at a cheaper price—from some remote establishment. Yours is the only establishment in the entire community catering to the needs of Mr. and Mrs. Everybody and the Everybody's youngsters. Yours is the only place that does a daily turnover of grins for grouches, smiles for frowns, thrills for troubles, happiness for heartaches, and joys for sorrows.

Behind your entrance doors is the accepted panacea for all of the world's ills, "recreation." Yours is the place of refuge for the tired doctor, the mentally brooding lawyer, the studiously confounded professor, the pious men of cloth as well as the exhausted laborer and the tired business man. In your place they leave all of their worldly cares and emerge to go their respective ways better fitted to meet and compete with another period of mental or physical activity.

And remember, all of this is supplied by you at but a fraction of the price charged for services by most of your patrons.

So-o-o-o, Mr. Theatreman, hold your back stiffer; hold your head in the air; push your chin forward and start stepping higher. YOU are the MR. BIG of your community and don't let lack of enthusiasm or an instant's doubt about your own importance cheat you out of the position that is rightfully yours. You've an important job to do for Mr. and Mrs. Everybody and the Everybody's youngsters and the only way you can do it credibly is to feel BIG, think BIG and to be BIG. Big in heart, Big in mind and Big in actions.

Fire Alarm Instruction

If the theatre is not equipped with its own fire alarm box one reliable employe on each shift should be instructed as to the location of the nearest outside fire alarm station. They should be given instruction about how the box operates and also to stay at the alarm box until the arrival of fire apparatus so that they can direct firemen to the scene of the conflagration.

'Circus Day' Returns

Acres of free hot dogs and gallons of the traditional pink lemonade went into the palpitating tummies of 4,000 excited teen-aged youngsters, when all Wometco, Florida, neighborhood theatre managers played host to the kiddies in observance of the pre-war custom of holding an annual "Circus Day." Program included a feature picture and plenty of cartoons.

First-Aid Kit Advocated

A first-aid medicine chest is part of the necessary equipment in every well-appointed theatre. Unless one of the staff is trained in first-aid, however, all should be cautioned not to use the medications or bandages themselves; rather offer their facilities to the patrons for their own application. Don't practice medicine!

WORLD PREMIERE ENGAGEMENT

POINTS TO THE RECORDS

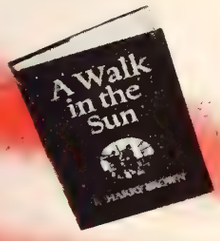


A WALK I

A LEWIS MILES

starring DANA

ICTORIA N. Y. C.
T WILL SET EVERYWHERE!



Biggest all-time 20th gross in Victoria history! Surges past previous highs as first week hits dazzling figure! The press – the public – acclaim it – "A MILESTONE OF GREATNESS!"

N THE SUN

ONE PRODUCTION

ANDREWS

"SUPERLATIVE!" — N. Y. Times
"GREAT!" — Herald Tribune
"BELONGS AT TOP OF ANY LIST!" — World-Telegram

20th CENTURY-FOX

From the Novel by Harry Brown · Screenplay by Robert Rossen

REGIONAL NEWSREEL

ST. LOUIS

The Arly, a 300-seater, has been opened at Arlington, Ky., as a unit of the Earl Stout Circuit, operated by Earl Stout and his son, D. B. Stout, recently released from the Army. The Stouts also operate the Uptown, Cairo, Ill.; the new 400-seat City at Mound City, Ill.; the 290-seat Wick, Wickliffe, Ky., and the 250-seat Center in La Center, Ky.

O. L. Wright, who several weeks ago purchased the 300-seat Nolan, Monroe City, Mo., from W. H. Nolan, later changing the name of that house to the Southside, has sold both the Southside and the 400-seat Monroe here to the Dickinson Circuit with headquarters in Mission, Kas., headed by Glen W. Dickinson.

Al Rosecan, owner of the Princess, will go to Los Angeles for a visit with his mother, who resides in that city. His brother, Eddie, who owns the Rialto, Cape Girardeau, Mo., and the Rialto, Hannibal, Mo., recently returned from a visit with their mother.

Seen along Film Row the past few days were Jimmy Frisina and Randolph Pedrucci, Frisina Amusement Company, Springfield, Ill.; B. Temborius, Grand, Breese, Ill.; Eddie Rosecan, Rialto, Hannibal, Mo.; C. Klarsfeld, Cape Girardeau, Mo.; Mildred Rauth, Ritz, Rolla, Mo.; Frank Finger, Gem, Marissa, Ill.; Charley Beninatti, Ritz, Carlyle, Ill.; Clarence Denny, State, Roodhouse, Ill., and Caeser Berutt, Gasconade Amusement Company, Rolla, Mo.

Ted Lending of the Kirkwood Amusement Company, operators of the Kirkwood, Mo., escaped injury when his automobile skidded on an icy street and struck a fire hydrant.

Caesar Berutt, Gasconade Amusement Company, Rolla, Mo., is back home after spending the Christmas holidays with his parents in Herrin, Ill.

Rodgers Good Harvey Customer

Carson Rodgers, general manager of the I. W. Rodger Theatre Circuit, Cairo, Ill., brought a party of friends to St. Louis to see the stage show, "Harvey," at the American.

A number of film exchange managers spent part of the week out in the territory. They were Lester Bona, Warners; Bernard McCarthy, United Artists; B. B. Reingold, 20th Century-Fox; Maurice Schweitzer, Paramount; Barney Rosenthal, Monogram; Tommy Williamson, RKO Radio, and Harry Hynes, Universal.

Hall Walsh, Prairie district manager for Warners, is in Des Moines, Iowa.

Irv Waterstreet, MGM exploiteer, was out in the territory this week.

Heine Arends, RKO-Radio salesman, recently released from the Army after three years of service, is back on his old job peddling film in northern Illinois and northern Missouri.

Crime dramas on the radio, screen and in the newspaper comic strips are blamed, along with lack of parental supervision for causing six youths ranging in age from 13 to 16 years doing some $7000 damage at the Fremont Public School here recently. The cause of their vandalism was made public by Frank X. Reller, chief probation officer.

Dominic Frisina and his wife experienced some transportation difficulties in their recent trip to California via Lambert-St. Louis Municipal Airport. Their plane turned back because of bad weather and they had to wait 24 hours to get train reservations to Kansas City, Mo., where they obtained another plane for the trip to the coast.

St. Louis film exchanges had difficulty maintaining contact with their out-of-town accounts in Southern Illinois and Eastern Missouri last weekend when 'phone operators refused to cross picket lines thrown up by striking WE installation workers. The net results was more traveling by exchange personnel to make personal calls on the motion picture exhibitors. The local strike of teamsters also affected the operation of stage shows because of the refusal of the unionists to permit trucks to haul stage scenery, costumes, etc., to and from Union Station.

A possible maximum increase of 48 cents per $100 of assessed valuation in the St. Louis tax rate is provided in a bill passed by the Senate this week and returned to the House for concurrence in amendments. If the maximum rates set out in the bill were levied the total St. Louis tax rate on real estate and personal property would be increased from the present rate of $1.35 to $1.83 per $100 of valuation. This would hit the owners of motion picture theatres very hard.

Late compilations show that St. Louis once again went over the top in a war financing campaign in all classifications of securities, including the E Bonds. Sales of E Bonds totaled $20,194,450, or just 0.2 per cent above the metropolitan area's quota. Total sales in all categories amounted to $278,923,910 or 226.8 per cent of the quota of $122,981,000. Theatre and the film exchange personnel had a prominent part in maintaining the St. Louis and Missouri record.

Fred Souttar, district manager for Fox Midwest Theatres, and Mrs. Souttar on their recent visit to the West Coast took advantage of the opportunity to visit leading studios and meet prominent production officials, stars, etc.

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BOSTON

Maurice N. Wolf of MGM will go to Columbus to speak at a meeting of the Ohio exhibitors January 22 and 23. He will then go to Richmond where he will address a large group of Virginia theatre owners on January 31.

Earl G. Evans, in Boston working with Art Moger, Warner publicist, at the branch office here, was called to New York where he was assigned to the New Haven branch.

Recently released from duty with the United States Navy, Norton J. Wolf, son of Maurice N. Wolf, and Norton's wife, have moved to New York where Wolf has made a connection with Donohue and Coe.

David Stoneman, father of Harold Stoneman, head of Interstate Circuit, established a $25,000 fund for Boston University this week.

Construction on what will be Boston's tallest structure, a 26-story building to stand 515 feet above the street level, will begin immediately, Paul F. Clark, president of the John Hancock Mutual Life Insurance Company, announced this week. There will be a 1400-seat theatre in John Hancock's new structure.

Thad C. Barrows, for 25 years president of the Motion Picture Operators, Local 182, has again been re-elected to that position. Thad is the chief operator at the Metropolitan. Elected with President Barrows were Joseph Nuzzolo, vice-president; A. R. Moulton, financial secretary; Walter Deihl, business representative; Joseph Rosen, treasurer; Harold Kaitz, recording secretary. Members of the executive committee will include Leon Narbut, James O'Brien, Joseph Ritchie and William Hillman.

UA Branch Manager Ray Wylie recently visited District Manager James Winn at his Brookline convalescent home and presented him with a radio on behalf of the entire sales organizations of the Buffalo, New Haven and Boston offices.

Moe Grassgreen, 20th-Fox branch manager, has been transferred to New York.

Jim Connelly, 20th-Fox sales manager, has returned to the Boston office from the Navy.

Friends of Al Bovan of M. and P. Theatres will be sorry to hear that he is in the Newton Hospital, Newton, Mass., with pneumonia.

Jack Israelson, Monogram booker, has resigned and will be replaced by Charles Wilson, formerly connected with Warner sales department in Vermont.

WASHINGTON

George Murphy, president of the Screen Actors' Guild, in a flying trip to Washington, pledged the full support of his organization in the 1946 March of Dimes drive. He discussed with campaign leaders the plans which call for a visit by a host of movie celebrities on the final night. Brig. Gen. Gordon R. Young, district commissioner and vice chairman of the Washington campaign, thanked Murphy for Hollywood's cooperation. As co-chairman of the entertainment committee, Carter T. Barron said that midnight shows would be held at the Earle, Capitol and Howard theatres, and birthday celebrations in memory of the late President Franklin D. Roosevelt at Uline's Arena, the Lincoln Colonade and a number of Washington hotels on January 30. All Washington theatres have pledged cooperation in the March of Dimes drive of which John J. Payette and Carter T. Barron are co-chairmen, Fred Kogod, A. E. Lichtman, Sidney Lust, vice-chairmen; Frank La Falce, campaign director, and A. Julian Brylawski, coordinator of theatres. Other committee members include E. N. Read, Robert Smeltzer, Harry Bachman, Graham Barbee, Louis Bernheimer, Walter Cersley, Charles O. Clark, Jack Foxe, Claude Land, Bernard Lust, Lawrence Snoots, Lloyd

(*Continued on Page 38*)

EXTRA! EXTRA! EXTRA!

HITLER LIVES?"

THE TIME TO PLAY IT IS NOW! NOW! NOW!

The WARNER Kind of Picture – in two reels!

REGIONAL — *Continued*

Wineland and Wade Skinner.

Hardie Meakin, formerly manager of RKO Keith's and now in Cincinnati, was in town for the President's Birthday Celebration meeting and will be back as traffic manager, coordinator of stars and schedules, an all-around man.

The Variety Club held its annual induction of officers luncheon on January 14 in the Willard Hotel ballroom. The luncheon was originally scheduled for January 7, but in view of the fact that many of the members wanted to attend the Ted Gamble dinner the date was changed to the 14th.

Kogod-Burka's Apex, Naylor, Senator and Atlas theatres will hold special clothing matinees for the needy of Europe.

Promotions at 20th Century-Fox: C. E. Peppiatt, formerly branch manager has been promoted to district manager, and Glen Norris, formerly salesman has been promoted to branch manager. Peppiatt and Norris have returned from conferences in the home office.

Universal's Miss Foster has been out ill.

New employe at 20th Century-Fox is Dorothy Russell, whose duties are those of typist-clerk in the booking dept.

A stork shower was given by the girls of Warners for Esther Flood, real estate dept., who is leaving this week.



MEMPHIS

Roy Acuff, star of the Grand Ole Opry and of motion pictures, will be presented in his second annual show for the benefit of the Memphis Variety Club Mothers' Milk Bank Sunday afternoon and night, January 20, at Ellis Auditorium. Acuff brought his company to Memphis last year for the first annual show and at that time declared that he would consider it a privilege to give a show for the milk bank each year. A life member of the Memphis club, Acuff last year raised around $7000 for the bank in the two shows. Ed Williamson of Warners is chairman for the show again this year.

Malco Theatres Inc. are hoping to have its new Malco Music Hall open at Hot Springs within a month to six weeks, Herbert Kohn, general manager, said last week. The house originally was scheduled to open last Easter Sunday, but shortage of materials delayed its completion. Tentative Thanksgiving and Christmas openings were deferred for the same reason. The 1500-seat theatre will become the "A" house in Hot Springs, giving Malco five houses there under the supervision of City Manager Clyde Smith.

Transfer of three managers by the Malco Circuit also was announced by Kohn. Harold Thomas, former manager at Fulton, Ky., and now back from service, has been sent to Jackson, Tenn. Mrs. Thomas managed the Fulton in his absence. Hiram Meeks, former Jackson manager, has been transferred to Hot Springs as assistant city manager and Joe Brown takes over the job at Fulton, he too being a returned service man.

Al Rothschild, branch manager of National Screen Service, reports work badly handicapped during the last month with eight employes out of 23 home with prolonged attacks of influenza.

B. J. McCarthy, branch manager of United Artists at St. Louis, and Jack Kane, office manager, were in Memphis last week for conferences with R. M. Hammond, Jr., local representative.

Harold Clarke is back operating his house at Hazen, Ark., after three years in the Army. While in service his mother operated the theatre.

Buster Clarke, owner of the Alamo at Pine Bluff, Ark., has completed about $7000 worth of remodeling and redecorating on his house.

Allen Glenn, southwestern advertising representative for Paramount, has been in Memphis on "Lost Weekend."

Louis Gwaltney, owner of the Lyric, Mena, Ark., is planning to remodel his house and will install a glass brick front.

Pete Salmon, owner of the Cove, Cove, Ark., will build a new 400- to 500-seat semi-deluxe house at Cove.



FAREWELL LUNCHEON FOR HOLLANDER. Attending the recent farewell party at the Ritz-Carlton in Philadelphia for Elmer Hollander, who left the film buying department of Stanley-Warner, were (l-r) Larry Ridington, film payment; Lou Davidoff, assistant film buyer; Hollander; John Turner, head of the booking department, and Stanley Smithers, short subjects.

DENVER

Tom H. Bailey, RKO exchange manager, was elected president of the Rocky Mountain Screen Club at its annual meeting at the clubrooms in Denver. Other officers elected include Dave Davis, general manager of Atlas Theatres, vice-president; Joe H. Dekker of Civic Theatres, second vice-president; Ted Halmi, publicity director, Orpheum, treasurer and director, and Harry Green, Fox Theatres, secretary and director. On the board of directors are: Robert C. Hill, A. P. Archer, Henry Friedel, Robt. J. Garland, Jasper Morgan, William Morgan, Rick Ricketson and Joe H. Ashby. The board at its first meeting will map out the yearly program and plans for several changes in the operation of the club will be presented.

Mike Roth went to Mercy Hospital for a gall bladder operation.

T. P. Martinez is planning to build a 300-seat theatre at Ranches of Taos, N. M.

V. J. Dugan, 20th Century-Fox manager, will leave for San Francisco to attend a sales meeting. He takes along reports of the huge business "Leave Her to Heaven" is doing in the territory, as well as in Denver.

R. W. Cumming is planing to open the Gem, Culbertson, Neb., about March 1.

Ben Fish, representative of the Sam Goldwyn organization, is here conferring with Tom Bailey, RKO exchange manager.

D. M. Bramhall has sold the Grand, Littleton, Colo., to Harman Montgomery, Jr.

John Woods, who has recently been discharged from the armed forces, is building a 450-seat theatre at Espanola, N. M., where he already is operating one house.

Chet Bell, Paramount exchange manager, has gone to Wyoming to meet Charles Duer, salesman, and to call on some customers.

Dave Wilson, Paramount booker prior to joining the Navy, will go into business in Seattle instead of returning to Denver.

Mrs. George McCool underwent a major operation at Mercy Hospital and is recovering nicely. George is United Artists' office manager.

L. M. Boney is building a new 250-seat theatre at San Jon, N. M. This opens up a new town and according to theatre equipment dealers, he is buying only the best equipment.

NEW YORK

The Rex, a house on Second Avenue and 110th Street, has closed again. Recently it was run by the landlord and booked through the Island Circuit, but it still could not break even.

The father of Jules Lapidus, Warner eastern sales manager, died last week in Pittsburgh.

The entire office staff of the Independent Theatre Service were out ill last week and two members of the buying committee, Maury Miller and Irving Dollinger, carried on for the staff.

The wife of Irving Gottlieb of the Stanley, Brooklyn, is dead.

Nat Schindelman, formerly of Warners advertising-sales department, has been discharged after four years in the Army and is vacationing.

The Island Circuit is now booking and buying for Louis Gelber's Palace, Jersey City.

Doc Emmett of the Newberry Circuit and Jerry Kridel of the Kridel Circuit, will be leaving in late January or early February for Florida vacations. Kridel's younger brother, Myron, has been discharged from the service and is back with the circuit, which operates the Palace and Pix, Orange, New Jersey and the Beacon, East Orange.

The wife and daughter of Paul Josephs of the West End, Newark, came down with the grippe last week at the same time he did.

C. E. Smith of the St. Cloud Circuit, with his son, just discharged from the Navy, were

(*Continued on Page* 40)

GOOD SPORTS MAKE GOOD SHORTS!

Sports are a vital part of American life...of interest to young and old alike. *Sports* get more space in newspapers than any other subject...are featured in leading magazines...*sports* commentators and major *sports* events rate top listening audiences on the radio.

GOOD SPORTS MAKE GOOD "SPORTLIGHTS"

Because they are

GRANTLAND RICE'S own highlight coverage during a lifetime devoted to reporting the most thrill-packed events in the world of sports...

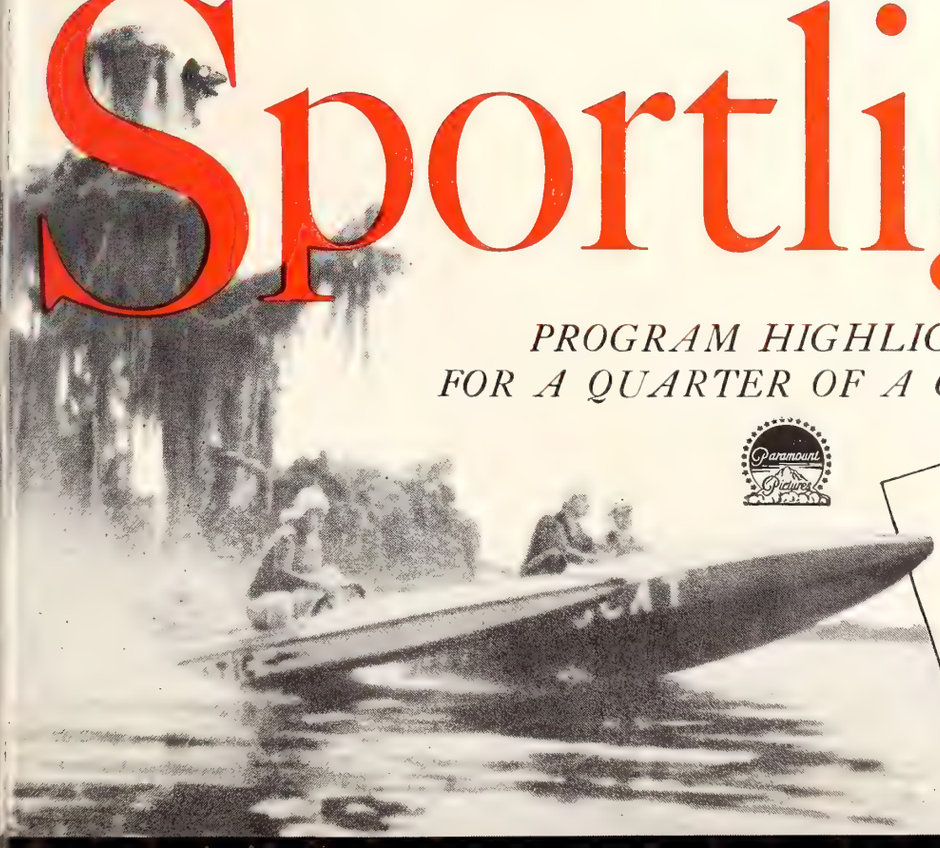
Narrated by TED HUSING—America's best known Radio Sports Commentator, whose thrilling voice has described America's sport classics to untold millions of listeners...

Produced by JACK EATON since 1921, the industry's longest-run shorts series—for 25 years the *looked-for treat* on theatre programs.

GRANTLAND RICE

Sportlights

PROGRAM HIGHLIGHTS
FOR A QUARTER OF A CENTURY



Paramount Pictures

NOW AVAILABLE—

2 dog-gone good SPORTS-LIGHTS that millions of dog-lovers will enjoy:

"GOOD DOGS"
Released Jan. 18th

"DIXIE POINTERS"
Released Feb. 22nd

REGIONAL — *Continued*

visitors at the exchanges last week.

Robert Ellsworth Jr., after service as a Marine, has rejoined the MGM exchange as an assistant booker.

The Newtown, Elmhurst, is closed for alterations. It will soon have a new booker.

The Seventh annual installation of the Motion Picture Bookers Club will take place January 21 at the Tavern-on-the-Green, New York.

Leo Quinn of the Strand, North Tarrytown, was booking at the exchanges this week.

Albert MacKennan, operator of the Albermac, Pawling, N. Y., was an exchange visitor this week.

Sol Schwartz, 73, veteran theatre manager for RKO and Walter Reade, died last week.

Seven RKO employes discharged last week, have rejoined the company. They are Harry Anderson of the art dept.; Bernie Cohencious, purchasing dept.; Ed Humenik, print and negative dept.; Walter Doray, contract dept.; Fred P. Abrams, contract dept.; Bob Outwater and Mitchell Cotton, both back in Lou Gaudreau's department.

Nat Lax of United Artists production department was out ill all last week.

Four Columbia home office employes discharged from service last week include Louis Steise, Max Rohrlich, Ruth Sameth and Arthur B. Manne.

RKO Branch Managers Stanley C. Jacques, Cincinnati; Charles Zagrans, Philadelphia and A. M. Avery, Memphis, celebrated birthdays last week.

Norman Poller of RKO's home office is the father of a girl, Diane.

Harry Goldberg, director of advertising and publicity for Warner Theatres, has been elected a member of the board of directors of the Anti-Defamation League.

Jack Sweeney and Harold Oteri have returned to the Pathe News cutting room from the Navy and Marines, respectively.

Bill Schneider of the advertising department; Edna Higgins, of the publicity department and Paula Fraser, pressbook writer, all Paramount home office, were ill last week.

H. Russell Emde, RKO zone manager, celebrated his 31st anniversary with RKO last week and was tendered a party at the Mayan restaurant.

Bernard Seiden, discharged from the Army, is back with Century Theatres as manager of the Town. Joseph McGovern has been made new manager of the Rialto and Leslie Schwartz, after two years in service, has returned to Century's home office.



3 HAPPY EMPLOYES. During the recent Alfred E. Smith Memorial Drive, three Loew employes were awarded gifts in a circuit-wide contest. Seen (l-r) receiving their gifts are Nuniato Antonelli, Lincoln Square Theatre superintendent (a five-diamond lady's cocktail ring); Ernie Born, operator at the Victoria Theatre (lady's watch), and Claire Millikin, Bedford Theatre usherette (cocktail watch). Jessie T. Mills, Loew's comptroller, presented the gifts.



BACK IN MUFTI, following his recent discharge from the United States Marine Corps where he served as a lieutenant-pilot, Tyrone Power, 20th-Fox star, arrived in New York this week with his actress-wife, Annabella. On Wednesday evening Power was guest of honor at a cocktail party at the Hotel Pierre, where he met the press.

Bill Brumberg, manager of Warners' field staff, was presented with a set of gold cuff links last week in honor of his 50th birthday; his 20th year with Warners and his 36th year in the industry. Mort Blumenstock made the presentation speech.

Frank Drumm, assistant to Nat Levy, RKO eastern division sales manager, is in Dallas with Dave Prince, captain of the Ned Depinet Drive.

Story Productions Inc. has taken possession of the floor space vacated by the OWI in the Fisk Building, New York, for its eastern headquarters.

Stanley Shuford, Paramount advertising manager, is back in New York from an Arizona vacation.

Bob Ferguson of Columbia was elected president of the Screen Publicists Guild for 1946 at a meeting last week at the Piccadilly Hotel. Other officers elected were Robert Lewis, 20th-Fox, first vice-president; Phil Gerard, MGM, second vice-president; Leon Roth, United Artists, secretary and Sig Maitles, MGM, treasurer.

Harry Goldberg, Warner Theatres director of advertising and publicity, conducted a meeting in New Haven last Monday.

Andrew Subbiondo, former assistant treasurer of Republic, discharged after 30 months in the Navy, has been named assistant comptroller and office manager of PRC.

Charles A. Smakwitz, Warner Theatres assistant zone manager in Albany, was in New York this week.

Joseph M. Sugar, former assistant contract department manager at Republic, discharged after three and a half years in the Army, has joined PRC as assistant to the head of the contract department.

Joel Swenson, Warner research man, is at the coast studio gathering historical data on Warner activities.

Manuel Tarshish has returned to Warners' short subjects publicity department after a short session with the grippe.

A check for $154,000 representing collections and contributions undertaken by motion picture and legitimate theatres, night clubs, radio, music and sports, was presented to Cardinal Designate Francis J. Spellman, Thursday, by Harry Brandt, chairman of the National Entertainment Committee of the Alfred E. Smith Memorial.

Walter Reade, Jr., former captain in the Signal Corps and now on terminal leave, will rejoin the Walter Reade circuit in his former executive capacity, upon his return from a vacation.

Jerry Thomas, son of Harry H. Thomas, PRC president, left for Hollywood this week following his recent Army discharge, to enter production.

CHICAGO

The Chicago Variety Club held its annual directors' meeting this week with Jack Rose, chief barker, presiding. New members admitted included Martin Davis, Nels Swanson and Richard J. Strock, Whiteway System; Ted Reisch, Universal; Jack Goldberg, National Theatre Ads; Ralph A. Smith, Essaness Circuit; Jerome A. Drell, Imperial Theatre; Ben F. Elrod, Warner Theatres; Martin L. Lyons, Manley Company; Albert Rafilson, Bartelstein Theatres and Sid Dinisman, Nate Slott Theatres. Walter Immerman, B&K general manager, succeeded Eddie Silverman as chairman of the Heart Committee. Rose and Eddie Brunell will represent the Club at the New York national meeting.

Vincent Ryan, son of Charles Ryan, Warner Theatres zone executive, has been discharged after three years with the Army in Italy and will return to Loyola College.

Charles Fine, member of the Chicago Operators Union, released after being arrested for trying to sell a print of "Going My Way" to the Paramount exchange, has filed suit for $100,000 damages against several executives of the exchange for alleged false arrest.

Morton Lane, Chicago attorney, has joined the Paramount New York legal department.

Leo Schauer, formerly of the 20th-Fox exchange, has been released from the Army.

Carl N. Danielson, member of the Chicago Moving Picture Machine Operators Union, Local 110, died last week.

The H and E Balaban Circuit is spending $50,000 on the modernization of its Detroit Theatres.

Plans for the new Drive-In theatre project on Chicago's west side are being rapidly completed and work will begin when materials become available.

Norman Johnson, manager of the Maryland, is the father of a daughter.

W. H. Strafford of the Laboratory Technicians Union, Local 780, said this week that a meeting is being arranged with film studio executives for a new wage contract which will include a wage increase for members.

Chicago theatres were jammed with patrons last week due to the annual furniture show, which brought thousands of visitors to the city.

A film delivery truck of the Koerner Motors Co. was damaged by fire destroying three cans



SEAL DEAL. Samir Bishara (left) Egyptian industrialist and Joe Robin, motion picture equipment distributor and exporter, photographed in New York last week on the eve of Mr. Bishara's return to Cairo following a two-month's visit to the U. S. to purchase motion picture equipment destined for use in Egypt.

of film.

Jack Flynn of MGM together with salesmen and exploiteers from Chicago, Milwaukee, Minneapolis, Omaha, Des Moines, Salt Lake City and Denver are in New York.

Allied Theatres February release list shows nine regular features, 20 re-issues and two Technicolor films.

The Censor board inspected 424,000 feet of film in December in 88 films and made four cuts.

Al Teplitz, booker for the Sam Meyers Circuit, has married Gladys Augustus and is honeymooning in New Orleans.

Ed Stevens of Southern Films, Atlanta, passed through Chicago enroute to the coast.

The Reel Fellows Club of Illinois will hold its annual luncheon January 20 at the Congress Hotel and install officers for 1946. They include Jack Armgardt, president; Edward Safier, vice-president; R. C. Herman, second vice-president; Tom Greenwood, treasurer; Joe Cozzi, assistant treasurer; Saul Goldman, secretary; B. Cobb, assistant secretary and Max Dreiffuss, sergeant-at-arms. L. Goldberg, H. Loeb and M. Hellman were elected trustees.

Sam Shirley, MGM district manager, has returned from a coast visit with his family.

Helen Jordan, cashier of the Luna, is the mother of a baby girl. The father is in the Army and in the South Pacific.

Eric A. Johnston, MPPDA president, is reported to be the guest of honor at the spring banquet of the Variety Club scheduled for the Congress Hotel.

Carl Russell, Army dischargee, has joined the B&K personnel dept. He was formerly with the managerial staff of the Valencia. Paul Keifer has been named assistant manager of the Belmont. H. Swan, Army dischargee, is now at the Belpark Theatre and James Waits, also an Army dischargee, is at the Roosevelt.

The Grand Jury has indicted Harold A. Maeder, 37, former shipping room assistant manager of Eastman Kodak, for allegedly having taken $30,000 of company equipment in the past two years. Maeder had been with Eastman for 18 years.

L. M. Anderson has been named sales manager of the DeVry Corp.'s industrial film division.

More than 1500 are expected to attend the party being given by the B&K Employes Association to returned veteran members. The party, to be held February 1 at the Stevens Hotel, will be in charge of Milton Officer of the Will Rogers Theatre, who heads the welcoming committee.

The Metropole Theatre suffered a $10,000 loss from a fire caused by a bad boiler. The house is closed until repairs can be made. No patrons were present when the fire broke out.

John Gillespie, former B&K assistant manager, has died from a heart attack.

Pat O'Neill of the B&K Granada, has married Bruce Thompson.

The Home Theatre has been sold by Bernard Froikin to Ben and Seymour Schatz. Several other theatre sales are in the process of completion.

PHILADELPHIA

Harry Berman of Columbia's Washington sales office has joined the sales department here. He started to work on Monday.

David Starkman, who resigned from Columbia two weeks ago, has joined the PRC sales department.

Morton Allen, formerly with the Columbia sales force before going into the Army, is reported going to Singapore for MGM as a branch manager.

A piece of property in the 69th St. section of Philadelphia reported last week as being purchased by Frank Blum of the Stonehurst Theatre, this week has been announced as being purchased by William Goldman Theatres, Inc., in a statement released to the press by William Goldman, president of the company. The property included the 69th St. Theatre, 1800- seater now operated by Stanley-Warner Company, the theatre building, 23 stores, 50 apartments and ten offices. The property is located at the intersection of West Chester Pike, Garrett and West Garrett Roads, and its title has already been transferred to the new owners. The purchase follows closely the start of construction of a new theatre by the Goldman Co. on the site of the old Kugler Restaurant on 15th St. near Chestnut St. where an elaborate building is being erected. The Goldman Company operates the largest individual theatre chain in Pennsylvania, with houses throughout the eastern part of the State.

Adele Kirsh, secretary, and Henry Rosenfeld, booker, of the Columbia exchange, have announced their engagement.

Herman Comer, veteran manager in the Warner circuit, prevented a panic week before last when a small fire in the basement of the Capitol Theatre filled the auditorium with smoke. Calmly addressing the audience, Comer assured them there was no danger and the firemen soon put out the small blaze.

Harold Seidenberg, managing director of the Fox Theatre, was among the judges of the New Year's Day Mummers parade.

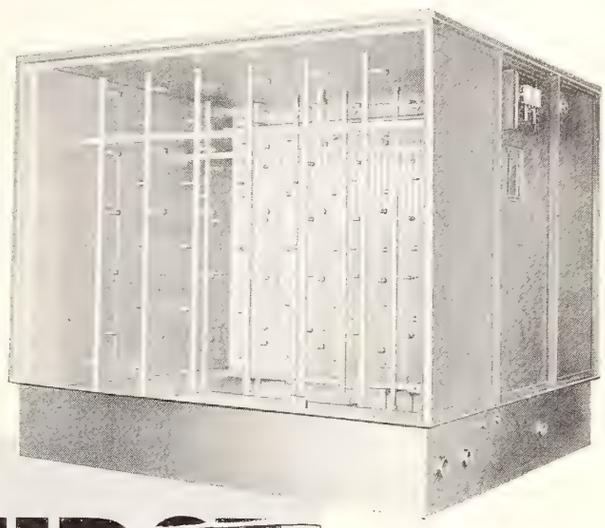
George Lawson, Stanley-Warner artist, was laid up for a few days with an infected toe nail.

Motion Picture Associates will hold a meeting at a dinner to be held in the Burgundy Room of the Bellevue-Stratford Hotel on January 21 at 6:30 p.m.

Maurice Rosen joined Monogram as a salesman last week. Before going into the Army, he had been a booker there.

Cecil Felt is back at his Vine St. office after a short illness.

The home of Abe Sablosky in Roxborough was robbed on New Year's Eve, during the wedding of his son, Morton J. Sablosky to Elaine Lustgarten of Jackson Heights, Long Island. Sablosky is the well known Norristown exhibitor.



●USAIRCO air washer, double-stage type, widely used in theatre cooling through the *Kooler-Aire* method. The finest in washed air systems!

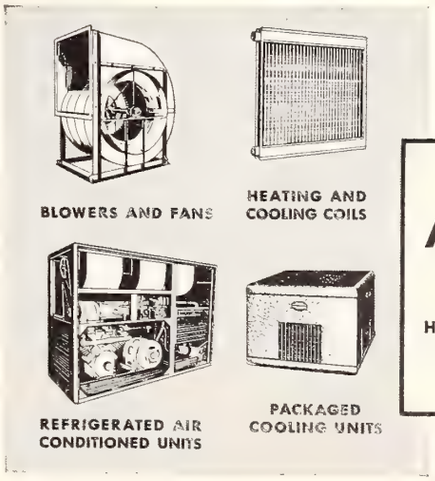
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UNITED STATES AIR CONDITIONING CORPORATION

Heating, Ventilating and Air Conditioning Equipment

MINNEAPOLIS, MINNESOTA

REGIONAL — *Continued*

INDIANAPOLIS

Irving Sochin, formerly 20th-Fox sales manager in Cincinnati, has been transferred to Indianapolis as sales manager, replacing Joe R. Neger, who has been named manager of the Milwaukee exchange. The Family Club of 20th-Fox held a farewell party recently for Neger, and presented him with a pen and pencil set as a farewell gift.

Betty Wingler is the new typist in the 20th-Fox cashier department.

Nick Bolia of Keith's Theatre here is a victim of influenza. A. B. McCoy, manager at the Strand, Louisville, Ky., is also a victim.

G. Dale Larson, assistant manager of the Midwest Regional Office of the U. S. Army motion picture service, with headquarters in St. Louis, Mo., has been promoted to the managership, succeeding T. G. Kemper, deceased.

Manager Edward Brauer of Republic has been confined to his home the past week by influenza. Homer Knox, Republic salesman, is also confined with influenza at his home in Bloomfield.

Dr. Herman G. Morgan, 60, father of Herman Morgan, Jr., Republic salesman, passed away January 9 at the Indianapolis Isolation Hospital, after several months' illness. He had served as city health board secretary for the past 33 years.

Robert Stevens, RKO office manager, succeeds G. L. Heinrich, Columbia office manager and head booker, as director of conservation activities in the local film exchange area for the first six months of 1946.

Charles Rich, Warner district sales manager, and Claude McKean, local exchange manager, spent several days in Louisville, Ky., calling on exhibitors there.

Robert McRaven, of the Warner sales organization, has returned from a 60-day rest at Leland, Miss. His health is very much improved.

Mrs. Paul Sanders, whose husband operates the Cozy and Alhambra theatres at Campbellsville, Ky., died January 4 after a lingering illness.

Billy Connors, Marion exhibitor, spent several days in Chicago on business.

Herbert Abrams, son of Sam Abrams, PRC exchange manager, has returned home after serving in the South Pacific.

Harry Van Noy of the Paramount, Anderson, reports PRC's "Enchanted Forest" went over big at his theatre.

Abe Baker has resigned his position as booker at Columbia to join PRC's sales organization, and will call on exhibitors in northern Indiana.

BUFFALO

Vincent R. McFaul, president and general manager of Buffalo Theatres, Inc., has appointed Robert Dame, manager of the New Teck Theatre, scheduled to open in February. Since his return from the Coast Guard, Dame has been managing Shea's North Park.

Ray Culkowski of the Lincoln Theatre is back in civilian clothes again after being discharged from the Army.

Don Whittington of the Rivoli, Rochester, was in town booking. Recently discharged from the Navy, Whittington has also acquired the Lincoln.

Constantine Basil, new Chief Barker of Variety Tent No. 7, was installed recently, along with other new officers, including Matthew Sullivan, first assistant chief barker; Dewey Michales, second assistant; George H. MacKenna, property master; Stanley Kosanowski; dough guy. Elmer Lux is the retiring Chief Barker.



WHAT A WELCOME! This huge jumbo postcard, welcoming back Clark Gable in MGM's "Adventure," his first film since his recent honorable discharge from the Army, was set up as an advance lobby display at Loew's, Rochester, N. Y., by Manager Lester Pollock. When completely filled with signatures, the card will be forwarded to Gable in Hollywood.

C. J. Latta, Variety's national canvasman, presided over the installation ceremonies.

The Kallet Circuit will take over the Park Theatre, Avon, on January 27.

Sympathy is being extended Audrey Wagner, Film Classics, on the passing of her mother.

Discharged from the Army, Dick Stafford has again resumed his duties as head shipper at Columbia.

Purdy Monroe of the State Theatre, Dunkirk, seen on the Row booking. Also booking: Joe Weinstein, Warner theatre department.

H. G. Carroll of the Strand, Rochester, has left for his annual sojourn in Florida.

Everyone along the Row wishes Mike Michaels of the Plaza Theatre here, a speedy recovery from the illness which confines him to the General Hospital.

HARRISBURG

Homecomings are becoming a common thing these days in the local movie business, with managers, assistants, aides, and columnists returning to their former posts. First to rejoin the fold was Zeva "Skee" Yovan, assistant manager at Loew's Regent. He replaced Evelyn Smith, who has held the job for two years. She will return to the post of student assistant. Back at the Senate is Bob Sidman as manager. Also discharged is Bob McKay, former assistant manager of the Senate. Another Senate standby back in the city after a honeymoon is Mrs. Thomas Brennan, the former Midge Funk, for seven years cashier there. Sgt. Jack Day, of Lemoyne, a former Wilmer and Vincent veteran, who left to serve as a photographer with the Army Air Corps, has been honorably discharged, and has taken up work as manager of the Lee Theatre in Richmond, Va.

'The Bells of St. Mary's" broke all house records at the Senate, where it closed a run on January 15.

Revival of "In Our Time" was billed at the Rio this week together with "My Name is Julia Ross."

Gerry Wollaston, manager of the State, has augmented his staff with Walter Wallis, doorman, and Betty Herbein, usherette. Gloria Oyler, of the staff, is back at work after an illness. Wollaston reports he arranged a successful promotion with a city dairy firm to give away comic books to all boys and girls who attended holiday showings.

OMAHA

Ralph D. Goldberg is remodeling the lobby of his State Theatre for a better popcorn, candy and refreshment set-up. Later, an ornate street front will be provided.

Ida Epstein, Scott-Ballantyne Company secretary, was married here to Yale Richards, also of Omaha.

Jim Castle, Paramount exploiteer from Kansas City, spent a week in the city.

Oscar Johnson, former Falls City exhibitor who now runs a theatre in California, was back in the territory for his father's funeral. Another son is Carl Johnson, Red Oak, Ia., exhibitor.

March of Dimes pledges are coming in at a heavier rate than last year at this time, Chairman Frank Hannon told distributor representatives at their meeting here.

Dorothy Biesendorfer, former MGM employe, has received her discharge from the Waves and will be back this week.

Fred C. Thortsen and Howard Clark, MGM salesmen, went to New York January 18 to study home office operations.

Francis Harrington, biller at 20th-Fox, was married during the holidays to Harry Coe, also of Omaha. The wedding took place at Hiawatha, Kans.

Joe Scott, 20th-Fox branch manager, is back after two business days in Des Moines.

Mildred Combs, 20th-Fox office manager, spent the weekend in Lincoln.

Lucille Bentz, MGM employe, is out with the flu.

Mr. and Mrs. Carl Bailey, owners of the theatre at Pawnee City, are vacationing in California.

IATSE Local 343 will have these officers for 1946: Alvin Kostlan, president; Ben Cuttle, first vice-president; Art Krake, second vice-president; Victor Mortersen, financial secretary; Bayrd Loomis, treasurer; Howard Jackson, business agent; Clyde Cooley, secretary.

Joyce Ballantyne, daughter of Robert Ballantyne, owner of the Scott-Ballantyne Company, had three pictures in a recent issue of *Life*. She dressed as the "Saint" in the revival of the Green Mothball, Chicago Artists and Models Ball.

Frank Simek, Ashland exhibitor, met his son, Woodrow, here following the later's discharge from the Army.

Mr. and Mrs. Robert Ballantyne were in Chicago during the holidays.

"The Bells of St. Mary's" has exceeded all past gross records in both of its first two weeks at the RKO-Brandeis. The picture now enters its third week and may run several more, according to Manager Will Singer.

LOS ANGELES

The Army and Navy really get together on Film Row—they are right next to each other in the South Vermont film building. . . . Lt. (jg) S. Meyer, former Fox West Coast man, is in charge of the Navy booking for shore stations in the 11th Naval District; while Wendell Overturf heads the khaki force, which covers war department theatres in Southern California, Arizona and Southern Nevada.

Bevelite letters, new marquee feature offered by National Theatre Supply, now adorn the fronts of the Los Angeles and Arroyo theatres

and the Tower Theatre in Compton.

The Beverly Music Hall, one of the four Music Hall houses, is putting in a beautiful new lighted staircase. . . . Other theatres getting a going-over are the Bonito, on the East Side, which will open within the next 30 days, according to Manager A. J. Olander; and the Arena, which opened Jan. 11 in Riverside. B. F. Shearer, which equipped the Bonito and Arena, have completed a redecoration job on the Florentine Gardens.

A large contingent of former Indianapolis film men are on the Row, including S. J. Gardner, MGM resident manager; William Mariott, Republic branch head; Marty Solomon, Monogram's L.A. chief; Al Taylor, Paramount branch manager; Fred Greenberg, Warner head man; Bill Watmough, Warner booker and Guy Hancock, RKO representative. Ex-Hoosiers are present in virtually every exchange. Maybe they'll form a club!

Carl Bryant, Republic office manager, welcomed Jimmy Grainger, national sales chief, to Los Angeles.

Recent visitors to the Row included Harry Nace, Jr., of Phoenix and Tucson; Wade Loudermilk, Gila Bend, and Art Brick, of the Palace, Las Vegas. . . . Hal Shields of United Artists is recuperating from an abdominal operation at home.

Miss Lillian Cramer, who spent 27 months in the Wacs before getting discharged last summer, succeeds Violet Maag as secretary to Morris Shipp, Warners' office manager.

Del Goodman, Paramount district manager, Branch Manager Taylor, Sales Chief Ish White, and Office Manager Lloyd Leiser left last week for a divisional meeting at Denver scheduled for Jan. 21-23.



MGM FIELD AUDITORS, MASTER BOOKERS MEET. MGM's field auditors and master bookers held their annual convention last week at the Hotel Astor, New York, under the joint supervision of Alan F. Cummings, in charge of exchange operations and maintenance, and Charles K. Stern assistant treasurer. Shown above are: Front Row—James Eastwood, Willard Gillilan, Carl Gentzel, Oliver Broughton, Charles School and John Ash. Back Row—Charles Bell, Arthur Sklar, Parke D. Agnew, Arthur Sterling, Tom Grady, Ed Urschel and Charles Fogel.

MILWAUKEE

Peacock & Belongia, a new partnership in architectural design of motion picture theatres, has started in business in downtown Milwaukee. Both of the partners have had long experience in designing new theatres and remodeling old ones, and that will be their specialty. A number of contracts have been signed for the design of new theatres in Wisconsin, and several remodeling jobs are on the board also, among the latter being the Gem, Platteville, in the southwestern part of the state, and a new theatre to be built in Grafton, a few miles north of Milwaukee.

Several movie houses have agreed to put on special pictures for youngsters, from 8 to 14 years of age, under the sponsorship of the Parents-Teachers Association and other groups. The children's programs run from 12:30 to 3:30 each Saturday, being called the Children's Pak o' Fun program, and pictures are carefully supervised and previewed by the women's organization mentioned, and, of course, passed by the Milwaukee Motion Picture Commission. Managers report good attendance at the Saturday shows and the youngsters appear to be well behaved. The shows do not appeal to the teen-agers, who think they are ripe for older stuff.

A testimonial dinner on January 8 by the Independent Theatre Owners of Wisconsin marked the retirement from show business of George Fischer, 65, after 50 years in show business, mostly as a manager of theatres. He had been in the film end of the business since 1913. He is credited with having built the first luxurious show windows for the exclusive showing of films in Milwaukee.

A showman who has been showing obscene films to teen-agers and young men has been nabbed by the police here and placed under $1000 bail. FBI agents took him in tow in

(Continued on Page 44)

WHAT DO EXHIBITORS THINK OF SCREEN ADVERTISING?

Quoting from an unsolicited editorial in Rocky Mountain Screen News, here is what one Western theatre chain official has to say:

"Alexander ads are effectively produced and are always entertainment. Why should patrons protest screen advertising? Modern America lives and breathes, in fact its very pulse, its life is advertising.

"The radio field could not exist without entertainment and advertising. Still we pay several hundred dollars for a good radio set and we take the advertising with a grain of salt. That same money spent for a radio would buy admission tickets to a theatre for a great many years. Still we protest. Ho, hum!"

Nearly 9,000 exhibitors agree and are screening Alexander ads.

ALEXANDER FILM CO.
Colorado Springs, Colorado

Branch offices
Principal Cities

January. He is charged with possession and exhibition of obscene films, and contributing to the delinquency of minors. The man has been a storekeeper, selling church goods and photo supplies. One other showman, now in custody, said he had obtained obscene films from the wholesaler at prices of $10 to $25 per film, and the film machine operator admitted he had shown the films in his basement and in the homes of teen-agers—when the parents were not at home—at $1 per customer.

The Milwaukee Motion Picture Commission, after previewing Universal's "Scarlet Street," has banned the film. In discussing the action of the Commission, Secretary Bradshaw said: "The banning of this film is in line with the policy of this commission, to cooperate fully with Chief of Police Polcyn in his recent plea for stricter regulation of undesirable films." He declared that the vote was 11 to 4 to ban the film from being shown in the Milwaukee area.

COLUMBUS

Local showmen are interested in the news that a branch central office of the Veterans Administration, one of 13 regional offices in the country, will be established in the downtown area. From 1500 to 2000 persons will be employed in the new office which is to be located in the former H. C. Godman Shoe Co. factory and office building on Starling Street, opposite the proposed site for the new Franklin County Veterans Memorial Auditorium and adjacent to the downtown theatre and business section. Remodeling of the factory building will begin as soon as it is vacated. Hiring of personnel will begin within three months. It is hoped the office will be in full operation by June 1. Eventually all records of veterans from Ohio, Kentucky and Michigan will be kept at the branch center.

Bernard P. Ginley has been named manager of the Southern, subsequent-run downtown house operated by Mrs. Max Stearn, widow of the former operator of the theatre.

Members of the Franklin County Mayors' Association have asked the Legislature to withdraw the state from the admissions tax field, leaving it to local subdivisions. Mayor William Schneider of Bexley is the new president of the association. Mayors attending the meeting at which the admissions tax vote was taken include: J. C. Boss, Gahanna; Emery B. O'Harr, Lockbourne; Lloyd Peck, Obetz; Jack Stouder, Reynoldsburg; Ross Shoemaker, city manager of Westerville; Paul E. White, Grove City; James A. Rhodes, Columbus; Carlton Berry, Minerva Park, and George Wing, Worthington.

Jean Peters, East Canton co-ed who was selected Miss Ohio State, has won a seven-year contract with 20th Century-Fox, following a series of tests on the coast. Miss Peters, however, left Hollywood for Columbus before the announcement of the contract was made. It is reported that Darryl F. Zanuck personally ordered that she be placed under contract.

IN A HURRY?
Filmack
SAME DAY SERVICE FOR SPECIAL TRAILERS
TRY US AND SEE!
FILMACK TRAILER CO. 1325 S. WABASH CHICAGO 5, ILL.

New Mirrophonic Sound
JOE HORNSTEIN has it!

Fans Couldn't Wait

The new 400-seat Salisbury Theatre in Summerville, S. C. was opened last December before construction was complete and with many seats still uninstalled. T. W. Salisbury, Sr., is the owner, and Morris Legendre the manager. The house is operated for Negro patronage exclusively.

Chuck Purcell, Ohio electrician, recalled that he trouped with Fred Astaire when the latter was a mere stripling of 18 or 19. That was in the "Greenwich Follies of 1918," in which the fleet-footed Astaire teamed with his sister, Adele.

Board of directors of the Variety Club announced that two members will act as hosts at the club each evening.

Joseph R. Vogel, boss of all Loew theatres, confirmed the report that Major Mike Cullen, former Loew's Western division manager, has been appointed manager of the Loew's Great Lakes division comprising Cleveland, Toledo, Akron and Canton. Maj. Cullen will act in that capacity while Charles Raymond is on sick leave.

$7,000 Fire Damage to Laroy

Fire caused damage estimated at $7000 at the Laroy Theatre, Portsmouth, Ohio, the city's leading film theatre. Firemen confined the blaze to the foyer, mezzanine and front of the theatre. A cigaret thrown carelessly in an employe's dressing room adjoining the foyer was believed to have caused the blaze. Timely discovery of the fire by Patrolman Glen Albrecht was credited by firemen with having prevented more serious damage. The theatre is operated by Warners and is located in the heart of the business district.

BRIDGEPORT

Robert Elliano, formerly a protege of Matt L. Saunders, manager of Loew's Poli, has purchased the Colonial Theatre at Wildemere Beach, Milford, from Mr. and Mrs. Albert his wife and 19-year-old son, will make his home Smith and is now operating it. Elliano, with in Milford. Previously he had been a part owner of the Alhambra, Waterbury, and before that was manager of the Warner Palace, Torrington, for several years. Saunders, who has kept track of Elliano's theatrical career through the years, recalls the new theatre owner as a young man when he was his first assistant in Bridgeport. The Smiths had operated the theatre for 10 years and formerly owned and operated the Tower, Walnut Beach.

Ted Holt, who formerly managed Loew's Globe, but now is with the circuit in New Haven, was a Bridgeport visitor last week.

Alice Fox, secretary of Manager Saunders of Loew's Poli, is on the sick list.

Manager Michael J. Carroll of the American back from a hitch with the Seabees is so busy shaking hands with old friends that he thinks politics is a natural for him in the future.

Ann Carney is back in the box-office of the Globe after an attack of the flu.

Charles Tomasetti, projectionist, Globe, celebrated a birthday last week.

Paul Wise is the new manager of the Hippodrome.

Joe Staneoko, former doorman at the American and now an officer in the Merchant Marine, was a Bridgeport Theatre visitor last week.

Mrs. Michael Jacobson, wife of the manager of the Mayfair, is enjoying a Florida vacation.

Manager Bob Carney of the Lyric had a birthday last Thursday. A flock of good wishes and cards were received from his many friends, including those in show business.

DETROIT

George Kavanagh, Detroit orchestra leader, becomes musical director of the Michigan Theatre on Feb. 1. Kavanagh's first presentation will be a special musical unit, "Stolen Melodies." Kavanagh is the son of Giles Kavanagh, Collector of Internal Revenue.

Adalyn Werner, assistant to Alice Gorham of the United Detroit Theatres' public relations unit, ran a pencil point into her knee while bustling out of a newspaper office and spent several days in Bon Secours Hospital.

Bob Salter has returned from a year's service with Uncle Sam's Bluejackets and is now manager of the Rivera Theatre. He replaced Mrs. Grace Lubar, who resigned when her husband returned from military service.

Kozaren Back in Adv Post

W. A. Kozaren is back from 20 months' service in the Navy and has assumed his former duties as assistant in the advertising and publicity department of the United Detroit Theatres.

J. Oliver Brooks, manager of the Butterfield Theatres; Paul Schlossman of Muskegon; David Newman of the Co-Operative Theatres; Frank J. Downey of MGM, and Jack Goldhar of United Artists have been named chairmen of the March of Dimes Drive.

Alex Schreiber, president of Associated Theatres, has established a home in Tucson, Ariz., for the winter.

Columbia's office in Detroit is getting a facelifting in celebration of the company's 25th anniversary, according to Joe Gins, branch manager.

The return of Detroit's own "Honey Chile" Robinson, six-year-old boogie-woogie piano find of Frankie Carle, had the customers standing in line at the Downtown Theatre. Since the small colored lad was discovered by Carle last fall, he has made one picture and is lined up for several more.

Grosses Soar at Big Houses

Both "Spellbound" and "Leave Her to Heaven" did big business in Detroit at the Palms State and Fox theatres, respectively.

Frank Upton is managing the Palms State after three years service with the Marines. His assistant is Forest Mountz, released after five years in the Army.

DALLAS

Sam Horowitz, central sales manager for Vanguard Films was a business caller at the local United Artists office, spending some time with Fred M. Jack, southern divisional sales manager. Jack and Horowitz subsequently left for a tour of the New Orleans, Atlanta and Charlotte offices on routine business.

R. J. O'Donnell was cited by Tom Breneman as the Good Neighbor of the Day for his Humanitarian efforts as National Chief Barker of the Variety Clubs of America. O'Donnell received an orchid from Breneman via air express.

"Chick" Lewis, publisher of STR, was in Dallas over the weekend conferring with R. J. O'Donnell on the forthcoming convention of the Variety Clubs of America.

ALBANY

James Moore, new Paramount branch manager, arrived in town this week with Al Kane, district manager. Moore was formerly branch

manager at New Haven.

Ernie Wolfe of Lowville is another of those bitten by the "flu" germ.

Orvis Theatre, Massena is closed temporarily for redecorating. No date has been set for reopening.

Condolences are being extended to Clayton Eastman (former Paramount manager and now United Artists district manager) upon the death of his brother, Raymond, of North Conway, N. H. Raymond died suddenly of a heart attack.

S1/C Schuyler Beattie visited the Paramount office where he had been a salesman prior to his entrance in the Navy. He expects to be released from service sometime in March.

Kingsley Ryan is reopening the Rex Theatre, Keeseville first week in February.

Alec Mallory of the Star, Corinth, is concerned over the illness of his dad.

Girls of the 20th-Fox exchange entertained Jean Frederick at a dinner held at the Howard Johnson. Miss Frederick is leaving 20th-Fox.

Bill Gaddoni, just released from the Navy, is back with MGM as a salesman.

Phil Fox, Buffalo Columbia branch manager, visited the Warner Bros. office.

Visitors along Film Row included: Harry Savett of Tupper Lake; Harry Berinstein of Syracuse; Mrs. McIntyre and Mr. Ferguson of Copake; Chris Pope of Schine Circuit; Morris Koffsky of Watervliet; M. Glockner and James LaFarr of Scotia; Frank Wieting of Coblekill; Sam Davis of Phoenicia; Morris Slotnick of Waterville.

Fox Variety Club members were Kings for a Day at the meeting held Monday. Guest speaker was "Rip" Collins, head of the Albany Baseball Club and erstwhile member of the St. Louis Cardinals' Gas House Gang.

H. L. Ripps, MGM district manager, and Floyd Fitzsimmons, exploiteer, have gone to New Haven to attend the Robert Montgomery dinner in connection with the showing of "They Were Expendable."

DES MOINES

Don Allen, manager of the Capitol and city manager of Davenport, Ia., has returned to Des Moines where he first started with Tri-States Theatre Corp. He will become head of the advertising and publicity department for Tri-States while Russ Fraser, who has been advertising manager, will continue with his same duties, handling suburban houses and exploitation for the company. Allen has been with Tri-States over 17 years and served as manager of the Des Moines Theatre before going to Davenport eight years ago.

A. H. Blank, president of Tri-States, and Mrs. Blank, have left for Florida to spend the winter at the Hollywood Beach Hotel, Hollywood, Fla.

Paul Saunders has been named salesman for the Columbia exchange at Des Moines, transferring from the Minneapolis office where he has been for the past six months. Saunders first started in the film business in Texas in 1919 and since has worked at Washington and Cincinnati.

James Ricketts, booker for Universal at Des Moines for the past two years, has been named as salesman for the exchange. He previously worked with the Fox Circuit in Indianapolis.

Fred A. Pless, 39, former manager of the Lincoln Theatre, Des Moines, died suddenly from a heart attack. He was born at Rugby, N. D., and was a resident of Des Moines for 14 years. He is survived by his widow and a daughter.

The Tri-States Ingersoll, Des Moines, has changed to a new policy of running serials and has started with "The Purple Monster." The serial will be shown the last three days of the week in addition to a double feature.

Stanley J. Mayer, Des Moines branch manager, and J. E. Schlank, salesman, were awarded six weeks' trips to England and Europe in connection with the Tom Connors sales drive by 20th Century-Fox. The Des Moines branch placed first in the Connors drive.

A new theatre is being planned in the Beaverdale business district, a suburb of Des Moines, by Paul E. Anderson, who now operates the Beaver Theatre. Anderson has asked for a change in zoning to permit construction of the house.

The Lido Theatre, Hampton, Ia., has been re-opened by Carl Peterson of Ackley, who also operates the Windsor Theatre.

Herman Coffman has returned from 25 months overseas service, to resume his civilian job in the shipping department of Warners along with Don Beal, head shipper, who was in Europe and the Pacific. John Pilmaier, Paramount shipping department, has also returned from overseas service.

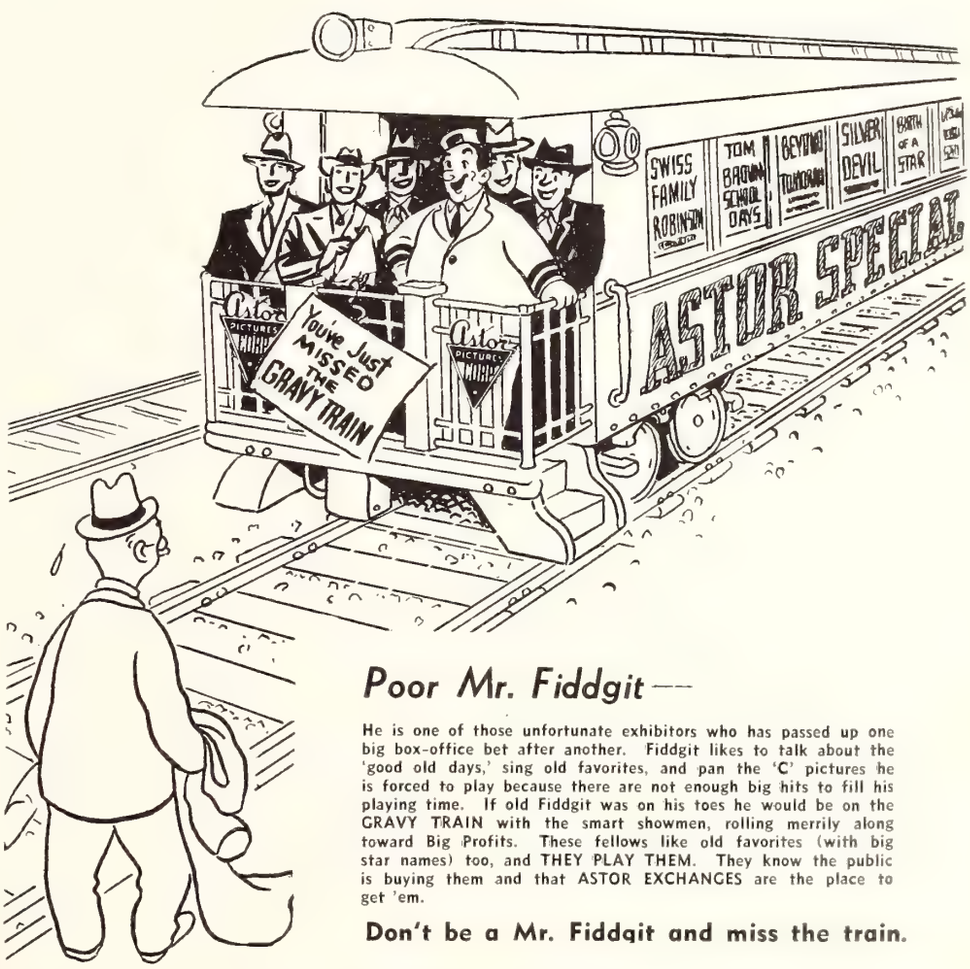
Chuck Elder, Paramount booker, is in the veterans hospital after being stricken with appendicitis. Conrad Rose is working in Bill Curry's territory for Paramount until Curry recovers from his illness.

PORTLAND

Ted R. Gamble, Portland independent theatre operator, who gained national prominence for his handling of the nation's war bond drives, has been elected a member of board of directors of the First National Bank of Portland, one of the pioneer banking concerns of the Pacific Northwest.

James Beal, manager for Columbia in Oregon, is being congratulated on his company's silver anniversary.

(*Continued on Page* 46)



Poor Mr. Fiddgit —

He is one of those unfortunate exhibitors who has passed up one big box-office bet after another. Fiddgit likes to talk about the 'good old days,' sing old favorites, and pan the 'C' pictures he is forced to play because there are not enough big hits to fill his playing time. If old Fiddgit was on his toes he would be on the GRAVY TRAIN with the smart showmen, rolling merrily along toward Big Profits. These fellows like old favorites (with big star names) too, and THEY PLAY THEM. They know the public is buying them and that ASTOR EXCHANGES are the place to get 'em.

Don't be a Mr. Fiddgit and miss the train.

Here are a few of Astor's Big PROFIT PICTURES

SWISS FAMILY ROBINSON • TOM BROWN'S SCHOOL DAYS • BIRTH OF A STAR with DANNY KAYE • SILVER DEVIL • BEYOND TOMORROW • ONE ROMANTIC NIGHT • JIMMIE STEPS OUT — Coming LITTLE MEN • MELODY FOR THREE • THEY MEET AGAIN

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Kansas City, King Enterprises
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Minneapolis, Astor
New Haven, Conn., Film
Canada, Peerless Films, Ltd.
New Orleans, Dixie
New York, Astor
Oklahoma City, Astor-Dallas
Philadelphia, Astor
Pittsburgh, Crown
Portland, Star
St. Louis, Astor
San Francisco, Astor
Washington, Astor

REGIONAL — *Continued*

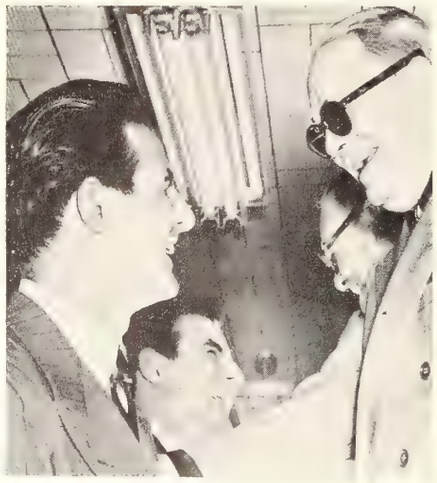
Among former Evergreen employes back from war service are John Wilkinson and Dan Bergman.

Ross H. Nelson, in the theatre business at Independence, Oregon, for 37 years, has sold his Ross, Monmouth, and Isis, Independence, to J. D. Praggastis of Oregon City. Latter has operated theatres in Kelso, Wash. and Oregon City for the past ten years.

Jensen Von Herberg, pioneer theatre operator in the Pacific Northwest, advises that the Venetian and Bagdad theatres, Ballard, Wash., will later this year be taken over by Frank L. Newman, Jr., who recently sent in his resignation as booker for Evergreen State Theatres.

Patricia Jones, cashier of a Salem theatre, kept her head when a robber pulled a gun on her. She pulled his hair and raised such a fuss that he retreated with only one money sack containing $200, instead of one with $1000.

Dr. Howard S. Clemmer, 75, pioneer theatre operator and dentist, died in Spokane last week.



HAIL AND FAREWELL. Col. Howard Waugh, right, bidding farewell to James Barnes, his successor as manager of the Warner Theatre, Memphis, following a luncheon tendered to Waugh by Warner associates, who presented Waugh with a plaque describing him as "The World's greatest living showman" in recognition of his many colorful exploits during a long career as Memphis zone manager for the Warner Circuit. The two figures seen in the rear are—you've guessed it—Barnes and Waugh; it's done with mirrors.

MONTREAL

Edgar Granville, Liberal M.P., in the British House of Commons, will arrive in Ottawa this week for conferences with officials of the National Film Board relevant to the development of British films in Canada. He talked briefly with N.F.B., and other movie men here last week. Mr. Granville's visit is not connected directly with the J. A. Rank interests.

Local ski men and the resort owners in the Laurentians plan the use of films to push the trade. Several instructors will be featured in the shorts which will be made for teaching the art and publicizing the resorts.

Disney's "Fantasia" is going great guns at the Orpheum where the French version seems to be packing them in.

The Palace, in Famous Players' chain, was the victim of a holdup last week in the best movie style. At an early morning hour six armed, masked bandits made their way into the house, tied up Charles Dube, superintendent, and made their way to the office. From there several took up vantage points as guards, while a midget went about the task of opening a small safe. They fled with $800 but missed the weekend receipts of $10,000 because they were unable to open the larger vault. As police entered by the front the robbers left by the rear. None were caught.

F.P.C. Corporation is contemplating the building of a 1200-seat house in Quebec City. Approval of the site, situated at Belvedere Road and St. Cyrille St., has been given by the rate payers. Full plans are still under consideration and no price tag has been attached. Quebec is notorious for its lack of modern cinemas and film men say the new house is a definite need. Other interests have also announced plans to build in the Citadel City.

Ben Farber, now manager of the Empress, is looking for a sponsor interested in broadcasting from the stage of the theatre once weekly. He thinks a musical-type show will go best and figures Tuesday the best night, just before U. S. name programs filter through.

Business men interested in using the property at Beri and St. Catherine Streets have approached the city council with the request that it force the Canadian Broadcasting Corporation to use its option on the land or relinquish it. The C.B.C. originally intended to build a "radio city" there but changed its mind. Both theatremen and restaurateurs have an eye on the site.

Babe Coval, of Warners, who is again entrenched as manager here, reveals that the worst aspects of life in Trinidad, where he was posted for a year, are the lack of food and other supplies. Meat and potatoes, he said, were almost unobtainable.

Eddie Farhood, formerly a manager with Confederation, entertained several newsmen who were invited to a party in honor of the engagement of his brother, George, to Mary Bouchey.

The *Standard* last week carried a roto spread on Canadian ambassador to the U. S., Hon. L. B. Pearson and his Hollywood visit. The party recognizing the film industry's war work drew much favorable press comment here.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

VANCOUVER

An unsuccessful attempt was made this week to break open the safe at the Sapperton, New Westminister. Thugs forced the back door and knocked off the safe's dial and one hinge, but were unable to swing the door open.

Eric Williams of the Strand is on a two-month trip to Hollywood.

A new theatre of 750 seats is planned for Oroville, British Columbia, in the near future. It will be erected by Loris Gillespie of Seattle.

Business was excellent this week with first runs showing "The Wonder Man," Orpheum; "Mildred Pierce," Capitol; "Dakota," Plaza; "Captain Tugboat Annie," Beacon; "Wanderer of the Wasteland," Dominion; "George White's Scandals," Strand, and "Frontier Girl," Vogue.

Overheated stove-pipes set fire recently to the Oak Theatre, Stoney Mountain, and the building was burned to the ground with an estimated $10,000 loss. Insurance covered part of the loss, according to Ronald Mills, owner and operator.

TORONTO

For the third time "The Great Mr. Handel" played the Royal Alexandra, Toronto's only legitimate theatre, as a road show during the current week with two performances daily and prices scaling from 30 to 90 cents. Eagle-Lion's "Madonna of the Seven Moons" was a long time in appearing on a Toronto screen but it has now opened at Loew's Uptown after a nifty teaser campaign. This picture was held over twice in its Hamilton, Ont., engagement.

Lately returned from overseas after long service with the Canadian Army, Capt. Russ McKibbin has been selected as the manager of the Victoria Theatre, Toronto, which is being opened at the end of the month by Famous Players to provide another first-run outlet. The Vic was dark for many years and is being reconstructed at an estimated cost of $35,000. The job would probably have been far more extensive if materials and skilled labor had been more plentiful. Prices here will be a modest 12 to 48 cents.

With the equipment-supply situation being what it is, the Tivoli Theatre in downtown Toronto is scheduled for some improvements including the re-covering of its 1434 seats. Incidentally, Famous Players has appointed Eugene Fitzgibbons, lately out of the U. S. Pacific armed forces, as student manager of the Tivoli under Manager Len Bishop. He is the second son of President J. J. Fitzgibbons of the circuit company.

Paramount Film Service Limited, Toronto, has had its flying squad in action. General Manager Gordon Lightstone flew to the Maritime Provinces on the east coast; Win Barron, promotion manager, flew to Vancouver on the west coast and Harold Pfaff, head salesman, has been flying around Ontario.

Floyd Rumford, owner of the Kineto Theatre and a director of the Motion Picture Theatres Association of Ontario, decided not to run for mayor of Forest, Ont., for the eighth term, but that did not keep him out of the municipal arena. The 1946 elections found him the people's choice for mayor of the village.

A building permit has been issued to Hyman Berlin at Ottawa, Ont., for the erection of a $60,000 theatre in the Canadian capital, making his second theatre in that city.

The head office of the Motion Picture Theatres Association of Ontario has been moved from 26 Queen Street East to the 12th floor of the Hermant Building, 21 Dundas Square, Toronto, right in the heart of the city's film district.

Arch H. Jolley, executive-secretary of the MPTA of Ontario, has been elected to membership in the Motion Picture Trade Section of the Toronto Board of Trade, which deals with excise, taxation and other problems of the film industry.

Presentations of suitable tokens for past services were made to Past Presidents Tom Waterfield of the Scarboro Theatre and Lou Ross of the Lansdowne Theatre by the B. & F. Theatres Managers Association at its third annual dinner-dance at the Murray House, Toronto. To cap it all, Manager Waterfield also proved to be the winner of a $50 Victory Bond. Executive guests at the function included Sam Bloom, Sam Fine, Sam Sternberg, Supervisor Bill Summerville and their wives.

Managerial shifts involving four theatres have been made by 20th Century Theatres, Toronto, of which Nat Taylor is the directing head. Tom Gallacher has moved from the Geneva, Orillia, to the Community Theatre, Hamilton; Ed Hubbard went from the Community to the Mountain, Hamilton, and Charlie Greenwood has been transferred from the Mountain to the Centre at London, Ont. Prior to his departure, Greenwood was guest of honor at a function of the Hamilton Theatre Managers Association, when he was presented with a briefcase by Kent Craig, supervisor of the United Amusement Theatres, on behalf of all association members. Chief sponsor of the gathering was Manager Lloyd Gurr of the Century Theatre. A visitor was Arch H. Jolley, secretary of the MPTA of Ontario.

CLEVELAND

Ray Wallace of Alliance, popular exhibitor, last week was elected a member of the board of directors of the City Savings Bank and Trust Company of his home town. Wallace has been prominent in motion picture circles for the past 20 years and operates all of the movie houses in Alliance; namely the Morrison, Columbia, Strand and Mount Union.

Nat Lefton, now retired from the industry, but previously local Republic and PRC franchise holder, left Wednesday with Mrs. Lefton for St. Petersburg and other points south, planning to be gone until late spring.

Lt. Jack Essick of the Navy, son of P. E. Essick of the Scoville, Essick and Reif circuit, is back in the country from the Pacific. His brother, Lt. Ray is currently at Yokohama, in Japan.

Rufus Young of Maumee has bought complete Motiograph equipment for his new 1000-seat theatre now nearing completion. Ben L. Ogron, Motiograph sales representative states that the contract includes postwar AA Motiograph projectors, Mirrophonic sound complete with bases and magazines and all other booth accessories.

PRC's "Enchanted Forest" is reported to be piling up a fine record of outstanding business in this territory. Among the houses where it scored heavily are the State Theatre, Findlay; Paramount, Youngstown; Paramount, Steubenville; Mozart, Canton and Sigma, Lima where a four-day booking was extended to a full week. The picture opens January 17 for a week's engagement at the Palace, Akron and is booked but not yet dated for the Allen, Cleveland.

Leo Jones of the Star Theatre, Upper Sandusky, was in town and reported his family has recovered from the flu.

William Black of the Star Theatre, East Liverpool, made one of his infrequent visits to Film Row last week. Other visitors of the week included Bill Borack, Northio booker; P. C. Welton of the Grove Theatre, Columbus Grove and E. L. Staub of the Star, Delphos.

Jack Gertz, representing Coulter Premiums, has closed new dish deals for the Regent, Jennings and Grand Theatres of Cleveland.

Nat Schultz, Monogram franchise owner, was in New York on business. Max Jacobs, recently of Imperial Pictures, reports that he is shipping his new Dater Strips, which he designed and is manufacturing, from coast to coast.

Shep Bloom, of the 20th-Fox home office staff before joining the Army, is now a member of the local 20th-Fox sales staff.

The Red Cross Fund publicity committee met January 14 at the Carter Hotel to outline plans for the 1946 drive. George W. Erdmann, secretary of the Cleveland Motion Picture Exhibitors Association is a member of the committee, representing the theatres.

Jack Sogg, MGM branch manager took on a new title last week when his daughter, Shirley wife of Lt. Fred Soldow presented him with a grandson, named Gary Frederick. The young man made his debut at Indian Hospital, Santa Fe, New Mexico, not far from where his father is stationed at an army hospital.

Donald Wolf, son of Warner Zone Manager Nat Wolf, has returned to Valley Forge Military School in Wayne, Pa. following his mid-year holidays.

Harold Olds is back as manager of the Madison, Mansfield, with an army discharge in his pocket.

Millard Ochs, manager of Warners' Strand Theatre, Akron, has been named circuit theatre chairman for the local March of Dimes drive. Independent theatres are represented by the Akron Theatre Managers' Association of which Max is president.

Nat Barach, National Screen Service branch manager here reports that the 'Dimes' pledges are coming in fast. To date he has received 310 out of a possible 460 requests for trailers.

Grainger to Play Host

E. C. Grainger, president of the Shea Chain, has issued invitations to local exchange managers to attend a dinner at the Carter Hotel on January 28. A general meeting of Shea officials and theatre managers will be held before the dinner.

Al Sunshine and Howard Savitz were guests of honor at a luncheon last Friday at the Carter Hotel at which the "river" salesmen were the hosts. Occasion was the transfer of Savitz from the NSS Cleveland office to the company's Washington, D. C. office, and the resignation of Sunshine from the Republic sales force to step out for himself as national distributor of Advanads, a coming attraction service.

Akron Theatre Managers' Association will meet February 2 to elect a new president to succeed Max Federhar and to name new officers for the year.

James E. Scoville of the Scoville, Essick and Reif Circuit, is spending the rest of the winter in Tucson, Arizona at the Bar Double A Ranch.

NEWSREEL SYNOPSES . .

(Released Saturday, January 19)

MOVIETONE (Vol. 28, No. 40)—U. S. paratroops parade up Fifth Avenue; Eisenhower in Canada; Helicopter sets records; British planes sink U-boats; Churchill arrives in U. S. for quiet vacation; Doolittle dedicates airport at New Orleans; Lew Lehr solves manpower shortage at Port Arthur; Auto racing; Water ski thrill.

NEWS OF THE DAY (Vol. 17, No. 238)—Millions hail GI victory parade; Churchill in U. S. for vacation; Homesick Yanks protest delays in demobilization; Nazis sail for home without jubilation; Last of U-boat pack get final sinking; Helicopters set new world records.

PARAMOUNT (41)—Helicopters set new world records; Grounded vets want to fly commercially; U. S. holiday for Churchill; Death rides south's rivers; Victory parade a mighty GI tribute.

RKO PATHE (Vol. 17, No. 43)—Helicopter sets five records; LaGuardia as private citizen; Churchill vacationing in U. S.; 82nd Airborne Victory Parade.

UNIVERSAL (Vol. 18, No. 468)—82nd Arborne Division on parade; General Eisenhower honored by Canada; Air men seek peacetime pilot job; Helicopters set record; Plane skiing.

(Released Wednesday, January 16)

MOVIETONE (Vol. 28, No. 39)—General Marshall mediates end of China's Civil war; General Arnold decorated; Mrs. Truman opens March of Dimes; Army Post Exchange warehouse destroyed by fire in Japan; Lord Byron wins golf tourney; GIs in French winter wonderland.

NEWS OF THE DAY (Vol. 17, No. 237)—Atom bomb vs. warships; First Lady opens March of Dimes; Japs help Yanks fight fire; General Arnold receives two Oak Leaf Clusters; Marshall ends China war; Coast Guard seadog Sinbad home from world travels; Bananas arrive in Britain; Nelson wins Los Angeles open golf meet; Alpine Yanks.

PARAMOUNT (No. 40)—$400,000 Post Exchange fire in Yokohama; Golden Gloves boxing tournament starts for kids of New York; Coast Guard's globe-trotting mongrel comes home; 1946 March of Dimes campaign under way; UNO delegates visit U. S.; Camera story of strike scene in America.

RKO PATHE (Vol. 17, No. 42)—Kidnap murder shocks nation; Army, Navy plan atom bomb test on ships; Kaiser-Frazer Corporation signs UAW contract; UNO committee searches for site; Britain gets first bananas in years; Flames level huge Post Exchange; Movies honor Ted Gamble in New York.

UNIVERSAL (Vol. 18, No. 467)—Telegraph walkout; Child's murder shocks United States; Kaiser makes labor deal; Coast Guard's dog hero comes home; Fire destroys post exchange in Yokohama; Honor Ted Gamble; Lord Nelson wins golf tournament.

ALL-AMERICAN (Vol. 4, No. 169)—Memorial for Dr. Carver in Pittsburgh; Pan-American playground is Los Angeles child paradise; Mammoth crowd sees Vulcan Bowl classic in Birmingham; Negro Greek Letter fraternity meets in Chicago; General Patton laid to rest in Luxembourg.

Short Subject Reviews

The Royal Mounted Rides Again *(Actionful)*

Univ. Serial 13 Chapters 18-20 Mins.

The first two chapters of Universal's "The Royal Mounted Rides Again" indicate that a good cast, action-packed story and fast-paced direction invest the chapter play with the elements that make this type of film fare successful for the small fry and interesting to some segments of the adult population. The episodes close with the usual hair-raising predicament of the hero or heroine but serial fans are always sure that somehow or other they will be on hand when the next chapter appears. The good cast includes George Dolenz, Bill Kennedy, Daun Kennedy, Paul E. Burns, Milburn Stone, Robert Armstrong, Danny Morton, Addison Richards, Tom Fadden, Joseph Haworth, Helen Bennett, Joseph Crehan, Selmer Jackson, Daral Hudson, George Lloyd, George Eldredge, William Haade and Rondo Hatton. Produced by Morgan B. Cox. Directed by Ray Taylor and Lewis D. Collins.

So You Think You're Allergic *(Fair)*

WB (2404) Vitaphone Variety 10 mins.

Showing the various foods, flowers, etc., which induce different forms of allergies, Knox Manning narrates the troubles of Joe MacDoakes, who has a particular mysterious allergy which causes him to sneeze (very funnily, too) in every scene. Finally he discovers the cause: his wife's dandruff, and he shuts her in a special breathing chamber which puts an end to his trouble. Good shot in this short, written and directed by Richard L. Bare, is the one depicting the zany hero sniffing down the cause of his sneeze. Fairly amusing short.

Guest Pests *(Very Funny)*

MGM (S-752) Pete Smith Specialty 9 mins.

Pete Smith delights audiences by his vocal comment on the house guest who does all the things that annoy normal people, including rearranging the furniture, consuming soup with sound effects, etc. Smith loses none of his reputation as a top wit, convulsing audiences from time to time with his apt irony.

The Editor's Mail Bag

To the Editor:

I have noticed in the daily newspapers that the request for two million dollars for cancer research has been turned down by the Federal government.

Since the problem of cancer, its elimination and control, is such a pressing one I should like to make the following proposal: our theatres are called upon several times a year to make collections on behalf of various worthy causes. We can and should add another to the list, a collection whose proceeds should be devoted to research looking to eventually wiping out cancer.

It is as worthy a cause as the March of Dimes for infantile paralysis victims especially since we note the ever increasing numbers of children afflicted with this dread disease.

Again may I urge that this matter be given the utmost consideration.

(Signed) Jack L. Holler, Manager.
Orient Theatre,
650 Ocean Ave.,
Jersey City, N. J.

HOLLYWOOD

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PRODUCTION NOTES FROM THE STUDIOS

Robert Walker Signs New Long-Term Contract at MGM; Lew Ayres Returns to Screen in Int'l's 'The Dark Mirror'

Harry Davenport, who made his first screen appearance in 1912, will appear in his 90th picture in 34 years of screen acting in MGM's "Faithful in My Fashion," which stars Donna Reed with Tom Drake. Film marks the producing bow of Lionel Houser. Everett Edward Horton, Spring Byington, Warner Anderson and Woody Wilson complete the cast. Sidney Salkow directs.

Sid Caesar, youthful comedian who makes his film debut in the Columbia musical, "Tars and Spars," will do one picture a year for that studio in accordance with a deal between the company and Milton H. Bren, who has Caesar under personal contract.

Phil Karlson has been assigned to direct the second in Monogram's "Shadow" series, as his first film under the new two-year contract. Picture, tentatively titled "The Shadow's Shadow," will be produced by Joe Kaufman, with Kane Richmond and Barbara Reed again in starring roles.

Frank Wisbar, producer-director of the PRC horror tale "Devil Bat's Daughter," has signed Molly Lamont, Nolan Leary and Ed Cassidy for important roles in the picture. Wisbar also wrote the original screenplay.

Ruth Brennan, daughter of Academy Award Winner Walter Brennan, has signed a term contract at Republic and been assigned a featured spot in the Jane Withers' starrer, "Lonely Hearts Club."

H. C. Potter, whose last directorial assignment at RKO was the Cary Grant feature, "Mr. Lucky," will return to this studio to direct RKO's new starring team of Bill Williams and Barbara Hale in "A Likely Story," a modern romantic comedy with Manhattan background, by Bess Taffel. Richard Berger will produce with Jack J. Gross as executive producer.

Pati Behrs, 21-year-old French actress, has been signed by 20th-Fox for one of the leading roles in the Darryl Zanuck production, "The Razor's Edge," which will star Tyrone Power. Edmund Goulding will direct.

Jean Yarbrough, Universal director, was promoted to producer-director status and his first picture under the new deal will be "Inside Job," comedy-drama. Production is set for February with Ben Pivar as executive producer.

William Cagney has signed James Poe, who was with the March of Time in New York prior to the war, to a term writing ticket. He draws "Bugles in the Afternoon," by Ernest Haycox, as his first assignment. This will follow "Stray Lamb" and "A Lion Is in the Streets" on the Cagney production schedule.

Robert Walker has signed a new long-term contract at MGM launching him on the most important assignment of his career in the role of Jerome Kern in "Till the Clouds Roll By." Walker, who came to Hollywood only three years ago to play the small sailor role in "Bataan," has had a spectacular rise to stardom. Arthur Freed produces "Till the Clouds Roll By," which also stars Judy Garland, Frank Sinatra and a galaxy of stellar names.

Sam Bischoff has signed Ben Markson to pen the screenplay for "Mr. District Attorney" based on the radio program of the same name. Film will roll some time next month, for Columbia release.

Richard Sales will collaborate with Mary Loos on screenplay for "Rendezvous With Annie," an original true-life comedy purchased by Republic for Allan Dwan to produce.

Otto Preminger, who was assigned the producer-director berth for the recently purchased Christine Weston novel "The Dark Wood" at 20th-Fox, has just signed a six-year producer-director contract without options, for the same studio.

Lew Ayres will return to the screen in February, co-starred with Olivia de Haviland in "The Dark Mirror," which Nunnally Johnson, who wrote the screenplay from Vladimir Pozner's story, will produce for International Pictures. Robert Siodmak will direct.

Samuel Goldwyn, by arrangement with 20th-Fox, has engaged June Haver as leading lady for Danny Kaye in "The Secret Life of Walter Mitty," James Thurber story. Norman Z. McLeod will direct.

Lynn Merrick and Robert Stanton have been chosen for the top roles in the Columbia musical, "Sing While You Dance," to be produced by Leon Barsha. The Vagabonds, instrumental and vocal quartet, were also signed for specialty numbers.

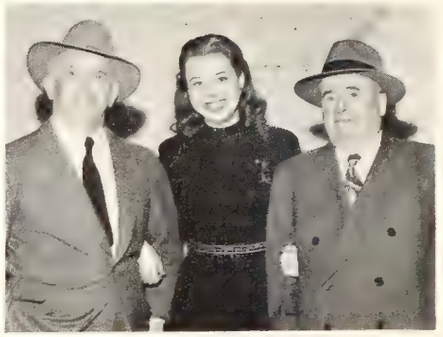
Jane Wyatt was signed by Producer Marshall Grant for the role of Dr. Mary Palmer in Universal's romantic drama, "Strange Conquest." This will be her first screen appearance in more than two years. She will co-star with Jess Barker, and top feature roles go to Lowell Gilmore and Julie Bishop. Jack Rawlins directs.

Glenn Langan replaces Cornel Wilde in the romantic lead of the 20th-Fox Technicolor picture, "Margie," which Henry King will direct. Already set for the leading feminine role is Jeanne Crain.

'Top Secret,' Atomic Bomb Film, Set for February Production

"Top Secret," will be the title of the Hal Wallis production dealing with the development of the atomic bomb, according to an announcement by Wallis. The film will be released through Paramount.

Jerome Beatty, noted magazine writer, has completed collection of material in Washington and has forwarded the first treatment to Hollywood. He will begin work immediately on the screenplay.



REPORTS FOR WORK. Flanked by Herbert J. Yates, Sr., president of Republic Pictures, and James R. Grainger, executive vice-president and general sales manager, Jane Withers reports to the north Hollywood lot for her next picture, "Lonely Hearts Club."

Burkett to Produce 12 Films For Monogram, PRC Release

Twelve pictures, including one high-budget feature, are on the 1946 production program of independent producer James S. Burkett. Eight of the "Charlie Chan" series, starring Sidney Toler and featuring Mantan Moreland, will be set for Monogram release.

Burkett will also produce another series, the Philo Vance mysteries, based on the character created by S. S. Van Dine, to be released through PRC. The first shooting starts on January 28.

Auer to Form Own Company Upon RKO Contract Completion

John H. Auer has disclosed plans for the formation of his own independent company upon the completion of his producer-director contract with RKO in April.

Auer has acquired two important story properties, a play and an unpublished novel, for his initial productions and shortly will announce them, together with his releasing affiliation.

Hajos PRC Musical Director

Karl Hajos has been named musical director of PRC Productions by Reeves Espy, president of PRC Productions, Inc. Hajos, noted composer-conductor, will have entire supervision over composition, orchestration and recording, and will himself write the original scores for certain future productions.

King to Direct 'Margie'

Twentieth Century-Fox has selected Henry King to direct "Margie," the original comedy-drama written by Ruth McKenney and Richard Branston. Alan Young, radio comedian, will make his debut in this production which Walter Morosco will produce.

Marietta Caney in 'Wind'

Marietta Caney has been signed for a role in Paramount's "The Searching Wind," produced by Hal Wallis, in which Robert Young, Sylvia Sidney and Ann Richards star.

Colbert in Appeal Trailer to Raise Funds for Cancer Fight

In a drive to be conducted in all motion picture theatres during April, Claudette Colbert has accepted the request to help raise funds through the medium of an appeal trailer, for the American Cancer Society, with Charles P. Skouras as chairman for the motion pitcure industry.

Directed by Mervyn LeRoy, the subject will be the first all-out appeal for funds to combat the disease which during 1941-45 accounted for twice as many lives as were lost in World War II.

'Red Pony' Milestone's Next

Lewis Milestone, now free-lancing as a producer-director, will make John Steinbeck's "The Red Pony," with production to start in May. No arrangements have yet been made for distribution but indications are that 20th Century-Fox will discuss the matter with Milestone soon. The production is budgeted at $1 million. Milestone recently completed "Strange Loves" for Hal Wallis, and his "Walk in the Sun," independently produced, is now being distributed by 20th-Fox.

Goulding to Direct Zanuck Film

"The Razor's Edge," which Darryl F. Zanuck, vice-president in charge of production, will personally produce as his first 20th-Fox effort since his prize-winning "Wilson," will have Edmund Goulding handling the directorial reins and will mark Tyrone Power's return to the screen. The cast also includes Alexander Knox and Clifton Webb.

'Searching Wind' Cast Builds

Reginald Sheffield will play a leading character role in Hal Wallis' "The Searching Wind," starring Robert Young, Sylvia Sidney and Ann Richards. James Flavin and Maurice Marsac have been added in the roles of reporters. William Dieterle will direct.

Mature's New 20th-Fox Pact

Victor Mature has received a new term contract from Darryl F. Zanuck, vice-president in charge of production of 20th-Fox, in keeping with the company's policy concerning returning servicemen. Mature's first assignment will be a role opposite Ida Lupino in "The High Window."

Golden, Lane Join Paramount

Jerome Golden and Morton Lane have joined the legal department of Paramount. Golden, recently discharged from the Army, will work under Walter W. Gross, company attorney, handling theatre department legal matters. Lane will work with Louis Phillips, assistant general counsel of the company.

Universal to Film Terhune Novel

Universal has set "Treve," an adaptation of the Albert Payson Terhune novel, for early spring production. Adele Buffington has been assigned to write the adaptation and screenplay with Wallace Fox as producer-director.

Vehicle for Screen Return

RKO's "Step by Step" starring Lawrence Tierney and Anne Jeffreys will serve as a vehicle for ex-Coast Guardsman Lee Bonnell's return to the screen.

Three More in 'Crack-Up'

Rodger Creed, Joe Palmer, Frederic Graham and Westley Harper have been added to the cast of RKO's "Crack-Up," which stars Pat O'Brien, Claire Trevor and Herbert Marshall.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

There's a set over at 20th-Fox that we must see. It's the enormous one built for the Irene Dunne, Rex Harrison, Linda Darnell picture "Anna and the King of Siam." So that's where I plan on taking you today. We'll also get a chance to meet the two female stars and maybe Rex Harrison, the Englishman who was brought to this country to play the part of the King.

Once on the lot we walk through the usual entrance onto the stage where the picture is being made, but on the inside we find ourselves in completely strange surroundings. Place looks like an open air pavilion, and upon questioning we find out that that's the King's palace we see on the one side and the Palace of Women on the other. This is Siam in the 1860s.

Story, taken from a best-seller, is about a young Englishwoman who was hired by the King to come to Siam to educate his large family. She was the first white woman to enter that country up to that time, which, as one can well imagine, must have made quite an impression on the people there.

Everything's set to go for the scene which takes place as Irene Dunne is teaching the inmates of the palace: the brown-skinned children and women of the King's harem. The women all look alike, so that the one with the monkey on her shoulder stands out. She turns out to be Linda Darnell, whom we never recognized in her oriental makeup. Her skin is brown, her hair is worn in a coil on the top of her head and she wears the customary "panung": an oversized diaper tied around the waist and then brought up front between the legs. When tucked into the belt it falls softly to the knees.

Irene Dunne isn't hard to find for she's the only white person there. Besides, she's wearing a hoop-skirt and the other proper raiment for that period for the English-speaking world.

Director John Cromwell now has everything set for shooting the sequence in which a snake interrupts the class. Camera, lights and cast are all set "to go," at which time the snake is dropped down on the table. This upsets the quiet of the room, for Irene screams and runs out, and the Siamese women and children immediately fall to their knees in thanks. The appearance of the snake (to them) is a symbol that Buddha looks down with favor on what they're doing.

Several rehearsals are necessary before the scene is filmed with the perfection Cromwell demands. Then the cast is dismissed so that the technicians may take over to prepare for the next shot.

It is at this time that we find ourselves introduced to Gale Sondergaard, who plays wife number one and whom we never recognized. We also meet Irene Dunne, Linda Darnell and Director Cromwell. No meeting Rex Harrison, the King, today, for he isn't working.

Until next week.

Ann Lewis

Paramount Sets 'Evil Genius'

"The Evil Genius," a Paramount comedy with a psychological twist, was set for forthcoming production. S. James Andrews will produce the picture, and he and Joseph Krumgold will write the screenplay, based on an original idea by Krumgold.

Two Additions to Wallis Film

"The Perfect Marriage," the Hal Wallis Production for Paramount, which co-stars David Niven and Loretta Young, has Jerome Cowan in a character role. Luella Gear, Broadway comedienne, has also been added to the cast.

Roach All-Color Program

Setting a new Hollywood precedent, Hal Roach announced last week that his program of 12 comedy features for 1946 will be filmed in color. Approximately $750,000 will be spent in adapting his studio to the technical requirements of the new color program.

Kaye, Haver, Loy and March Set for Two Goldwyn Films

Samuel Goldwyn's Technicolor film, "The Secret Life of Walter Mitty," written by James Thurber, will star Danny Kaye with June Haver.

Frederic March and Myrna Loy will appear in the Goldwyn production of MacKinlay Kantor's "Glory for Me," along with Dana Andrews, Teresa Wright, Cathy O'Donnell and Virginia Mayo. The story is being adapted for the screen by Robert E. Sherwood.

'Wilderness' to be Musical

June Allyson and Ray McDonald have been set for top roles in MGM's musical version of "Ah, Wilderness," noted play by Eugene O'Neil which was produced on Broadway by the Theatre Guild and later by MGM as a serious screen drama. Harry Warren and Ralph Blane have been assigned to write songs for the film. Reuben Mamoulian will direct and Arthur Freed will produce.

Hellinger Buys Broadway Play

Mark Hellinger has announced the purchase of the former Broadway play, "The Hero," written by the late Gilbert Emery and staged by Sam H. Harris, which he will produce as "Swell Guy" one of the two independent productions for Universal release in 1946. The other film will be Ernest Hemingway's "The Killers."

Tadlock Joins Western Cast

"Gentlemen With Guns," PRC's color western starring Eddie Dean, has added William F. Tadlock to the cast. Robert Emmett produces and directs. This picture and the latest Buster Crabbe western, as yet untitled, have moved to outdoor location sites in the San Francisco Valley.

Trio Set for New MGM Film

Jimmy Durante, Lauritz Melchior and Sharon McManus, the versatile moppet who danced with Gene Kelly in "Anchors Aweigh," have been set for featured roles in MGM's "This Time for Keeps," a story with music. Joe Pasternak will produce.

Grant Named Executive Producer

Universal has appointed Marshall Grant, producer, to the status of an executive producer, with a program of eight pictures on his schedule. Immediately following the completion of "Strange Conquest," he will organize his staff.

Alda Set for 'Sentence'

Robert Alda, who portrayed the role of George Gershwin in "Rhapsody in Blue," has been assigned a leading role opposite Ann Sheridan in "The Sentence." Kent Smith completes the romantic triangle in the film.

Welles Option Lifted

Virginia Welles, 19-year-old beauty who was given the feminine lead opposite Eddie Bracken in "Ladies' Man," as her first role, has had her option lifted by Paramount.

Paramount Signs Louis Kaye

Louis S. Kaye, Bob Hope's writer for the last fourteen years, has been signed by Paramount to a long-term contract as a writer.

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in perenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith..	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

			CURRENT 1944-45	Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel..	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6031	Boston Blackie Booked on Suspicion	C. Morris-L. Merrick	67	5/10/45	a3/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6010	Fighting Guardsman (D)F	W. Parker-A. Louise-J. Carter	84	5/24/45	b10/13/45
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader	Phil Harris-Leslie Brooks	70	9/13/45	a6/9/45
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay	J. Canova-R. Hunter-L. Merrick	62	11/29/45	a10/6/45
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	A. Lake-P. Singleton-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan.	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter		12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	1/24/46	a11/24/45
	Bandit of Sherwood Forest	Cornel Wilde-Anita Louise	2/21/46	a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton	2/21/46	a11/10/45
	Boston Blackie's Private Ghost	Chester Morris-Jim Bannon		
	Duchess of Broadway	Jinx Falkenburg-Joe Besser		
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	2/28/46	a11/17/45
	Gilda	Rita Hayworth-Glenn Ford		
	Jolson Story, The	L. Parks-E. Keyes-W. Demarest		
	Just Before Dawn	Warner Baxter-Mona Barrie		
	Murder Is Unpredictable	Richard Dix-Barton MacLane		
	Night Editor	William Gargan-Janis Carter		
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	2/14/46	a11/10/45
	Perilous Holiday	P. O'Brien-R. Warrick-E. Buchanan		
	Renegades (Tech.)	Evelyn Keyes-Willard Parker		
	So Dark the Night	Micheline Cheirel-Steven Geray		a6/30/45
	That Texas Jamboree	Ken Curtis-Jeff Donnell		
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman		

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	58	5/17/45	b6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	55	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	55	8/15/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	67	9/27/45	

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	59	10/18/45	b12/8/45
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	58	12/20/45	b1/12/45

Westerns (Coming)

	Frontier Gunlaw	Charles Starrett-Tex Harding	59	1/31/46
	Galloping Thunder	Charles Starrett-Smiley Burnette		
	Gunning for Vengeance	Charles Starrett-Smiley Burnette		
	Heading West	Charles Starrett-Smiley Burnette		
	Landrush	Charles Starrett-Smiley Burnette		
	Phantom of the Desert	Charles Starrett-Smiley Burnette		
	Roaring Rangers	Charles Starrett-Smiley Burnette	2/14/46	
	Terror Trail	Charles Starrett-Smiley Burnette		
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts		

MGM

Group No.			CURRENT 1944-45	ins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson		140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn		65	July	b6/23/45
11	Clock, The (D)F	Judy Garland-Robert Walker		90	May	b3/24/45
11	Gentle Annie (W)F	James Craig-Donna Reed		80	May	b12/23/44
Sp.	National Velvet (D)F	Mickey Rooney-Elizabeth Taylor		125	Apr.	b12/9/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield		110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart		102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams		105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick		78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore		119	June	b4/14/45
11	Without Love (CD)A	S. Tracy-K. Hepburn-L. Ball		111	May	b8/24/45

Current 1945-46

13	Abbott & Costello in Hollywood (C)F	Abbott & Costello	81	Oct		b8/25/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct		b8/11/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct		b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	Oct		b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept		b7/21/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov		b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec		b11/17/45
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec		b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct		b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov		b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.		b10/20/45

COMING

	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125		b12/22/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
	Army Brat	James Craig-Frances Gifford			
	Bad Bascomb	Wallace Beery-Margaret O'Brien			a9/29/45
	Black Sheep	James Craig-Skippy Homeier			
	Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan			
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake			
	Fiesta (Tech.)	Esther Williams-John Carroll			
	Green Years, The	C. Coburn-T. Drake-S. Royle			
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			
	Hoodlum Saint	William Powell-Esther Williams			a9/29/45
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
	Postman Always Rings Twice	Lana Turner-John Garfield			a9/29/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
	Star From Heaven	Marshall-Thompson-Jim Davis			
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
	Time for Two	J. Hodiak-L. Ball-L. Nolan			
	Two Sisters From Boston	Kathryn Grayson-June Allyson			a10/20/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
	Ziegfeld Follies (Tech.) (M)F	Fred Astaire-Gene Kelly	110		b1/12/46

MONOGRAM

Prod. No.			CURRENT 1944-45			
505	Allotment Wives (D)A	Kay Francis-Paul Kelly		80	12/29/45	b11/18/45
502	Black Market Babies (D)A	Ralph Morgan-Teala Loring		71	12/15/45	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly		74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson		63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot		71	8/18/45	b5/26/45
406	G.I. Honeymoon (C)A	Gale Storm-Peter Cookson		70	5/5/45	b3/3/45
411	Muggs Rides Again (D)F	East Side Kids		64	6/8/45	b6/30/45
407	Sensation Hunters	Doris Merrick-Robert Lowery		62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland		65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland		64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers		63	1/2/46	b1/5/46
	Sunbonnet Sue (M)F	Phil Regan-Gale Storm		89	12/15/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom		62	6/2/45	a5/10/45

COMING

	Charlie Chan at Alcatraz	S. Toler-B. Fong-M. Moreland		
	Face of Marble	John Carradine-Claudia Drake	72	a12/22/45
	Fear (My)A	Warren William-Anne Gwynne	68	b12/29/45
	Gay Cavalier	Gilbert Roland-Martin Garalaga		
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox		
	Junior Prom	Freddie Stewart-June Preisser		
	Live Wires	Leo Gorcey-Huntz Hall		a11/10/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46 b12/29/45
	Shadow Returns	Kane Richmond-Barbara Reed		
	Suspense	Belita-H. Valdez-A. Dekker		a12/29/45
	Swing Parade of 1946	Gale Storm-Phil Regan		a9/22/45

Westerns (Current 1944-45)

	Border Bandits	J. M. Brown-R. Hatton	57	1/12/46	
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
430	In Old New Mexico (M)F	D. Renaldo-M. Garralaga	63	5/26/45	b8/11/45
561	Lonesome Trail	J. Wakely-Lee White		12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

	Code of the Drifter	J. M. Brown-Raymond Hatton		
452	Drifting Along	J. M. Brown-Raymond Hatton	1/26/46	a11/17/45
	Haunted Mine, The	J. M. Brown-Raymond Hatton	2/23/46	
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	2/16/46	

PARAMOUNT

Block No.	CURRENT 1944-45	Rel. Mins.	Date	See Issue of
5	Affairs of Susan (C)F	J. Fontaine-G. Brent-D. O'Keefe	108	5/25/45	b3/31/45
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
4	High Powered (D)F	Robert Lowery-Phyllis Brooks	61	5/18/45	b2/24/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
5	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
5	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
5	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
4	Ruby G'Rarrie (D)A	Alan Ladd-Gail Russell	98	5/4/45	b2/24/45
5	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/26/45	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45

Current 1945-46

1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Fellow That Woman (My)F	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45

COMING

	Big Town	Philip Reed-Hillary Brooke			
4	Blue Dahlia	A. Ladd-V. Lake-W. Bendix			a6/9/45
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
	Bride Wore Boots	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Cross My Heart	Betty Hutton-Sonny Tufts			a4/7/45
	Easy Come, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Hot Cargo	W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/22/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/46	a4/7/45
3	Miss Susie Slagle's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	Our Hearts Were Growing Up	B. Donlevy-G. Russell-D. Lynn			a4/28/45
	Perfect Marriage, The	L. Young-D. Niven-V. Field			
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			
	Strange Love	Stanwyck-L. Scott-Heflin			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer	Robert Lowery-Barbara Britton			a7/21/45
	To Each His Own	Olivia de Havilland-John Lund			a7/14/45
3	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.)	J. McCrea-B. Donlevy-S. Tufts			a1/20/45
4	Well Groomed Bride	R. Milland-O. de Havilland-S. Tufts			a4/7/45

PRC

CURRENT 1944-45

Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
Arson Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45	b8/11/45
Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	11/23/45	b10/27/45
Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	5/16/45	b3/31/45
Man Who Walked Alone (C)F	Kay Aldrige-Dave O'Brien	74	3/15/46	b2/17/45
Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
Phantom of 42nd Street(My)A	Dave O'Brien-Kay Aldridge	60	5/2/45	b5/12/45
Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
Strangler of the Swamp (H)A	R. La Planche-Robert Barrat	59	1/1/46	b11/5/46
Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/44	b11/11/44

COMING

Devil Bat's Daughter	Rosemary LaPlanche-John James			
Flying Serpent, The	Ralph Lewis-George Zucco		2/20/46	a12/29/45
I Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
Mask of Dijon	Eric von Stroheim-Jeanne Bates		3/7/46	a12/22/45
Murder is My Business	Hugh Beaumont-Cheryl Walker			
Once and For All	N. Coleman-P. Reed-F. Bressart			a12/22/45
White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45	b8/11/45
Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/45	b6/16/45
Wife of Monte Cristo	John Loder-Lenore Aubert			a12/29/45

Westerns (Current 1944-45)

Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
Enemy of the Law (W)F	Tex Ritter-Dave O'Brien	57	5/7/45	b11/17/45
Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
Navajo Kid	Bob Steele		11/21/45	a12/29/45
Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45	b9/22/45

Westerns (Coming)

Ambush Trail	Bob Steele-Lorraine Miller	2/17/46	
Caravan Trail (Color)	Eddie Dean-Emmett Lynn		
Gentlemen With Guns (Color)	Eddie Dean-Mary Kenyon		
Law Crusaders	Buster Crabbe-Al St. John		
Man Without a Gun	Bob Steele-Ellen Hall		
Romance of the West (Color)	Eddie Dean	3/20/46	
Six Gun Man	Bob Steele	2/1/46	
Terrors on Horseback	Buster Crabbe-Al St. John		

RKO-RADIO

Block No.	CURRENT 1944-45	Trade Shown		See Issue of
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
5	Brighton Strangler (D)A	John Loder-June Duprez	67	May	b5/5/45
Sp.	It's a Pleasure (Tech.)(DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45

CURRENT 1945-46

Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/16/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
1	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Trevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45

RKO-RADIO (Cont.)

Block No.	Current 1945-46	Trade Mins.	Shown	See Issue of
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/28/45

COMING

	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	Badman's Territory	R. Scott-A. Richards-L. Tierney			
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
	Deadline at Dawn	S. Hayward-P. Lukas-O. Massen			a6/30/45
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Falcon's Alibi	Tom Conway-Rita Corday			
	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck	Robert Young-Barbara Hale			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b8/25/45
	Notorious	C. Grant-Ingrid Bergman			
	Riverboat Rhythm	Leon Errol-Joan Newton			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step By Step	Lawrence Tierney-Anne Jeffreys			
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
	Tarzan and the Leopard Woman	J. Weissmuller-B. Joyce			
	Till the End of Time	Dorothy McGuire-Guy Madison			
	Tomorrow Is Forever	C. Colbert-G. Brent-O. Welles			a5/5/45
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			

REPUBLIC

Prod. No.	CURRENT 1944-45	Rel. Date	See Issue of
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b8/11/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
415	Flame of Barbary Coast (D)F	J. Wayne-Ann Dvorak	91	5/28/45	b4/21/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/16/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
433	Phantom Speaks (D)A	Richard Arlen-Lynne Roberts	69	5/10/45	b4/21/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/29/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
416	Three's a Crowd (M)	Gertrude Michael-Charles Gordon	58	5/23/45	b6/9/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/16/45	b12/22/45
434	Vampire's Ghost (D)A	John Abbott-Peggy Stewart	59	5/21/45	b4/20/45

Current 1945-46

503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45

COMING

508	A Guy Could Change	Allan Lane-Jane Frazee	65	1/27/46	a6/4/45
	A Strange Impersonation	Brenda Marshall-William Gargan			a10/13/45
	Catman of Paris	Carl Esmont-Lenore Aubert			a11/24/45
	Crime of the Century	Stephanie Bachelor-Michael Browne			a12/1/45
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Home on the Range	Monte Hale-Adrian Booth			
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
	Madonna's Secret, The	F. Lederer-A. Rutherford-G. Patrick			a12/1/45
	Murder in the Music Hall	Vera Hruba Ralston-W. Marshall			a12/29/45
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Specter of the Rose	Michael Chekhov-Judith Anderson			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45

Westerns (Current 1944-45)

456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6/2/45	b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45	b8/18/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
553	Cherokee Flash	Sunset Carson-Linda Stirling	55	12/13/45	
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshal of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/7/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue
564	Wagon Wheels Westward	Wild Bill Elliott-Bobby Blake	56	12/21/45	

Westerns (Coming)

Alias Billy the Kid	Sunset Carson-Peggy Stewart	
California Gold Rush	Wild Bill Elliott-Bobby Blake	
Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming	
Days of Buffalo Bill	Sunset Carson-Peggy Stewart	
Sheriff of Redwood Valley	Bill Elliott-Alice Fleming	
Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake	

20TH-FOX

Prod. No.	CURRENT 1944-45	Rel. Mins.	Rel. Date	See Issue of
524	Billy Rose's Diamond Horseshoe (Tech.) (M)F....B. Grable-D. Haymes-P. Silvers	104	May	b4/14/45
525	Bullfighters (C)F ....Laurel and Hardy	61	May	b4/14/45
523	Call of the Wild (D)F....C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A....William Bendix-Joan Blondell	75	June	b6/9/45
529	Neb Hill (Tech.) (DM)F....Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F ....F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F....Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F....G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My)F ....Fitzgerald-Hayward-Huston	97	Nov	b7/14/45
620	Behind Green Lights ....Carole Landis-William Gargan	64	Feb	a11/24/45
604	Captain Eddie (B)F....F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F....J. Dunn-Sheila Ryan	65	Sept	b7/21/45
617	Doll Face (CM)F....C. Miranda-P. Como-V. Blaine	80	Jan	b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F ....B. Grable-J. Payne-J. Haver	114	Nov	b9/29/45
612	Fallen Angel (D)A....A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F ....W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
603	Junior Miss (C)F....P. A. Garner-A. Joslyn	94	Aug	b6/16/45
Sp.	Leave Her to Heaven (Tech.) (D)A ....G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
613	Spider, The (M)F....Richard Conte-Faye Marlowe	62	Dec	b10/13/45
607	State Fair (Tech.) (CM)F....D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F....D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B)F....A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

	Anna and the King of Siam...I. Dunne-R. Harrison-L. Darnell			
616	A Walk in the Sun (D)F....Dana Andrews-Richard Conte	117		a12/1/45
	Black Beauty ....Mona Freeman-Richard Denning			
	Centennial Summer (Tech.)....Crain-Darnell-Bennett			a10/20/45
	Cluny Brown ....Charles Boyer-Jennifer Jones			
610	Col. Effingham's Raid (CD)F..C. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
	Dark Corner ....Lucille Ball-William Bendix			
	Do You Love Me (Tech.)....M. O'Hara-D. Haymes-H. James			a5/19/45
	Dragonwyck ....G. Tierney-V. Price-W. Husten			a7/14/45
618	Jesse James ....T. Power-H. Fonda-N. Kelly		Feb	Re-release
	Johnny Comes Flying Home...Martha Stewart-Richard Crane			a1/5/46
619	Return of Frank James....Henry Fonda-Gene Tierney		Feb	Re-release
	Sentimental Journey ....M. O'Hara-J. Payne-W. Bendix			a10/20/45
615	Shock ....Vincent Price-Lynn Bari	70	Feb	a11/10/45
	Shocking Miss Pilgrim (Tech.)..Betty Grable-Dick Haymes			a1/5/46
	Smoky (Tech.) ....F. MacMurray-A. Baxter-B. Ives			a10/6/45
	Somewhere in the Night....J. Hodiak-L. Nolan-C. Landis			a1/5/46
	Strange Triangle ....Signe Hasso-John Shepard			
	Three Little Girls In Blue (Tech.).. .... Haver-Blaine-Payne			
	Wake Up and Dream....John Payne-June Haver			a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F....Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
	Bedside Manner (C)F....Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
	Blithe Spirit (C)A....Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
	Blood on the Sun (D)F....J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
	Captain Kidd (D)F....C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
	Colonel Blimp (CD)F....Anton Walbrook-Deborah Kerr	93	5/4/45	b3/24/45
	Getting Gertie's Garter (C)A..D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
	Great John L, The (D)A....Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
	Guest in the House (D)A....Anne Baxter-Ralph Bellamy	121	12/8/44	b12/9/44
	Guest Wife (C)A....Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
	Paris-Underground (WaD)A...C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
	Southerners, The (D)F....Zachary Scott-Betty Field	92	8/10/45	b5/5/45
	Spellbound (D)A ....Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
	Story of G. I. Joe (B)A....Ernie Pyle Story	109	7/13/45	b6/23/45

COMING

	A Night in Casablanca....Marx Bros.-Charles Drake			
	A Scandal in Paris....G. Sanders-S. Hasso-C. Landis			a12/22/45
	Breakfast in Hollywood....Tom Breneman-Bonita Granville	93	2/22/46	
	Caesar and Cleopatra (Tech.) (D)A ....Claude Rains-Vivien Leigh	135		b12/22/45
	Diary of a Chambermaid....P. Goddard-H. Hatfield-B. Meredith	86	2/15/46	a10/27/45
	Duel in the Sun (Tech.)....J. Jones-G. Peck-J. Cotten			
	Henry the Fifth....L. Olivier-R. Asherson			
	Johnny in the Clouds (D)F...John Mills-D. Montgomery	88	2/15/46	b11/17/45
	Me and Mr. Satan....P. Muni-A. Baxter-C. Rains			
	Outlaw, The ....Jane Russell-Walter Huston		2/8/46	
	Rebecca ....L. Olivier-Joan Fontaine	130		Reissue
	Sin of Harold Diddlebock....H. Lloyd-R. Walburn-J. Conlin			
	Strange Woman, The....H. Lamarr-G. Sanders-L. Hayward			
	This Happy Breed....Robert Newton-Celia Johnson			
	Whistle Stop (D)F ....George Raft-Ava Gardner	85	3/1/46	b1/12/46
	Young Widow ....Jane Russell-Louis Hayward			

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F....Bonita Granville-Noah Beery, Jr.	59	7/20/45	b7/21/45
9042	Blonde Ransom ....Virginia Grey-Donald Cook	68	6/15/45	a1/6/45
9097	East Side of Heaven....Bing Crosby	88	6/15/45	Re-release
9045	Easy to Look At (CM)F....Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A....Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9028	Honeymoon Ahead (DM)F....Allan Jones-Grace McDonald	59	5/11/45	b5/5/45
9041	I'll Tell the World (C)F....Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life....Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A....B. Bryant-P. Brown-O. Kruger	63	6/29/45	b6/16/45
9001	Lady on a Train....D. Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F....Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F....J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9011	Patrick the Great (CM)F....Donald O'Connor-Peggy Ryan	89	5/4/45	b4/21/45
9043	Penthouse Rhythm (M)F....Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9016	See My Lawyer (C)F....Olsen and Johnson-A. Curtis	68	5/25/45	b2/10/45
9075	Strange Affair of Uncle Harry (D)F ....G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45

UNIVERSAL (Cont.)

Prod. No.	CURRENT 1944-45	Rel. Mins.	Rel. Date	See Issue of
9033	Swing Out Sister (CM)F....Rod Cameron-Frances Raeburn	60	5/18/45	b5/5/45
9014	That's the Spirit (C)F....P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/19/45
9025	Woman in Green, The (My)F..Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

Current 1945-46

516	Because of Him (CM)F....D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My)F....Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/3/45
510	Daltons Ride Again (W)F....A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45	b11/17/45
513	Frontier Gal (D)F....Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A....Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H)A....Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
502	Men in Her Diary (C)A....J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/15/45
512	Pillow of Death (My)A....L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F....B. Rathbone-N. Bruce	65	10/26/45	b10/27/45
503	River Gang (M)F....G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street ....Ed. G. Robinson-Joan Bennett		12/21/45	a6/23/45
501	Shady Lady (CM)F....C. Coburn-G. Simms-R. Paige	93	9/7/45	b9/8/45
505	Strange Confession (M)A....L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C)F..A. Jones-B. Granville	62	10/12/45	b10/20/45
504	That Night With You (CM)F..F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/22/45
508	This Love of Ours (D)F....Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

	Brute Man ....Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)....D. Andrews-B. Donlevy-S. Hayward			a10/6/45
	Cat Creeps ....Lois Collier-Noah Beery, Jr.			
	Design for Death....Tom Neal-Martha O'Driscoll			
	House of Horrors....Kent Taylor-Virginia Grey			
518	Idea Girl ....Jess Barker-Julie Bishop		2/8/46	a12/29/45
520	Little Giant ....Abbott-Costello		2/22/46	
519	Man in Grey (D)....Margaret Lockwood-James Mason		2/15/46	
521	Notorious Gentleman ....Kent Taylor-Virginia Grey		3/1/46	
514	Scarlet Street (D)A....Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/29/45
	Seventh Veil (D)A....James Mason-Ann Todd	94		b11/10/45
	Shahrazad (Tech.) ....Y. DeCarlo-B. Donlevy-J. P. Aumont			
	She Wolf of London....Sara Haden-Una O'Connor	92		a1/5/46
	So Goes My Love....Myrna Loy-Don Ameche			a11/24/45
	Spider Woman Strikes Back...G. Sondergaard-K. Grant-B. Joyce			a11/10/45
	Strange Conquest ....Jane Wyatt-Jess Barker			
	Tangier ....M. Montez-P. Foster-R. Paige			a11/10/45
517	Terror by Night....B. Rathbone-Nigel Bruce		2/1/46	a11/17/45
	Wicked Lady (D)A....M. Lockwood-J. Mason-P. Roc	100		b1/12/46

Westerns (Current 1944-45)

9083	Beyond the Pecos....Rod Cameron-Eddie Dew	59	4/27/45	
9084	Renegades of the Rio Grande..Rod Cameron-Fuzzy Knight	57	6/1/45	
9081	Riders of the Santa Fe....Rod Cameron-Eddie Dew	60	11/10/45	

Westerns (Current 1945-46)

1101	Bad Men of the Border....Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless....Kirby Grant-Fuzzy Knight	55	10/19/45	
1103	Trail to Vengeance....Kirby Grant-Fuzzy Knight	54	11/30/45	

Westerns (Coming)

1104	Gun Town ....Kirby Grant-Fuzzy Knight	53	1/18/46	a12/22/45

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (B)F..B. Stanwyck-D. Morgan	101	8/11/45	b7/21/45
418	Conflict (D)A ....Humphrey Bogart-Alexis Smith	86	8/30/45	b8/18/45
419	Corn is Green (D)A....Bette Davis-John Dall	114	7/21/45	b3/31/45
416	Escape in the Desert (D)F....Helmut Dantine-Jean Sullivan	79	5/16/45	b4/28/45
417	Pillow to Post (C)A....Ida Lupino-Sydney Greenstreet	92	6/9/45	b5/19/45

Current 1945-46

504	Born for Trouble....Van Johnson-Faye Emerson	57	10/6/45	Reissue
506	Confidential Agent (D)F....C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D)F....Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True....Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D)A....Joan Crawford-Jack Carson	111	10/20/45	b9/29/45
501	Pride of the Marines (D)F...J. Garfield-E. Parker-D. Clark	119	8/4/45	b8/11/45
502	Rhapsody in Blue (M)F....Joan Leslie-Robert Alda	139	9/22/45	b8/30/45
509	San Antonio (Tech.)....Errol Flynn-Alexis Smith	110	12/29/45	b11/24/45
507	Too Young to Knew (D)F....Jean Leslie-Robert Hutton	96	12/1/45	b11/17/45

COMING

	Appointment in Tokyo (Wa)...Documentary	54		b12/1/45
	Beast With Five Fingers....R. Alda-A. King-P. Lorre			
	Big Sleep ....H. Bogart-Laurel Bacall			a2/16/46
	Burma Victory (Wa)A....Documentary	62		b12/22/45
	Cinderella Jones ....Jean Leslie-Robert Alda			a6/10/44
	Devotion (D)A ....O. deHavilland-I. Lupino			a2/27/43
	Escape Me Never....E. Flynn-I. Lupino-G. Young			
	Her Kind of Man....Z. Scott-F. Emerson-D. Clark			a12/22/45
	Humoresque ....J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married....Joan Leslie-Robert Hutton			a11/24/45
510	My Reputation (D)F....Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
	Never Say Goodbye....Errol Flynn-Eleanor Parker			a12/1/45
	Night and Day....C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever....J. Garfield-G. Fitzgerald			a2/10/46
	Of Human Bondage....P. Henreid-E. Parker-P Knowles			a8/16/44
	One More Tomorrow....Ann Sheridan-Dennis Morgan			a11/26/44
	Open Verdict, The....S. Greenstreet-P. Lorre-J. Lorring			
	Saratoga Trunk (D)A....Gary Cooper-Ingrid Bergman	126		b11/24/45
	Shadow of a Woman....Andrea King-William Prince			a4/28/45
	Stolen Life ....B. Davis-G. Ford-W. Brennan			a3/31/45
	The Man I Love....Ida Lupino-Robert Alda			a11/24/45
511	Three Strangers ....Fitzgerald-Greenstreet-Lorre	92	2/15/46	a4/21/45
	The Time, the Place & the Girl (Tech.) ....D. Morgan-J. Carson--J. Wyman			a12/1/45
	Two Guys From Milwaukee....Dennis Morgan-Joan Leslie			
	Two Mrs. Carrolls....H. Bogart-B. Stanwyck-A. Smith			a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)..Harry Davenport-Sharyn Moffett		Film Clas.	a10/4/44
	Adventure For Two (D)F....Laurence Olivier-Penelope Ward	89		b12/22/45
	Adventure in Music (M)....Jose Iturbi & Others	62		b5/27/44
	Battle for Music (Doc.)F....London Philharmonic	74	FourCents.	b10/30/44
	Crainquebille (D)A ....French Cast	59	Hoffberg	b10/28/44
	1812 (Hist.) ....Russian Cast	95	Artkino	b9/16/44
	Fall of Berlin (Doc)F....Kirby Grant-Lois Collier	70	Artkino	b9/15/45
I	Know Where I'm Going(D)F..Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
	Love on the Dole (D)A....Deborah Kerr-Clifford Evans	89	FourCents.	b10/20/44
	Strange Holiday (D)F....Claude Rains-Robbie Stebbins	57	Elite	b10/27/41

FEATURE GUIDE TITLE INDEX

For Dates of Reviews. Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello In Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
Affairs of Susan	Para.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
A Walk in the Sun	20th-Fox

B

Title	Company
Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond the Pecos	Univ.
Beyond Tomorrow	Aster
Big Sleep	WB
Big Town	Para.
Billy Rose's Diamond Horseshoe	20th-Fox
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie Booked on Suspicion	Col.
Boston Blackie's Rendezvous	Col.
Boston Blackie's Private Ghost	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brighton Strangler	RKO
Brute Man	Univ.
Bullfighters	20th-Fox
Burma Victory	WB
But Not Goodbye	MGM

C

Title	Company
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Charlie Chan at Alcatraz	Mono.
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono.
Cinderella Jones	WB
Clock, The	MGM
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Drifter	Mono.
Code of the Lawless	Univ.
Colonel Blimp	UA
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Title	Company
Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Design for Death	Univ.
Detour	PRC
Devil Bat's Daughter	PRC
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Drifting Along	Mono.
Duchess of Broadway	Col.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Title	Company
Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
Enchanted Cottage	RKO
Enemy of the Law	PRC
Escape in the Desert	WB
Escape Me Never	WB
Experiment Perilous	RKO

F

Title	Company
Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fangs of the Wild	Astor
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Guardsman	Col.
First Yank Into Tokyo	RKO
Flame of Barbary Coast	Rep.
Flame of the West	Mono.
Flaming Bullets	PRC
Fallow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Title	Company
Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentle Annie	MGM
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
Gentlemen With Guns	PRC
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
G. I. Honeymoon	Mono.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Title	Company
Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
High Powered	Para.
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Honeymoon Ahead	Univ.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do?	PRC
Humoresque	WB

I

Title	Company
Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Isle of the Dead	RKO
It All Came True	WB
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Title	Company
Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jolson Story	Col.
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Title	Company
Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Title	Company
Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lightning Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.

M

Title	Company
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Marked Trails	Mono.
Marshal of Laredo	Rep.
Marshal of Rene	Rep.
Mask of Dijon	PRC
Masquerade in Mexico	Para.
Me and Mr. Satan	UA
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder is Unpredictable	Col.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Reputation	WB

N

Title	Company
National Velvet	MGM
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Title	Company
Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of This World	Para.
Over 21	Col.

P

Title	Company
Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Patrick the Great	Univ.
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Phantom of the Desert	Col.
Phantom of 42nd Street	PRC
Phantom Speaks	Rep.
Phantom of the Plains	Rep.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Title	Company
Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dawn	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Title	Company
Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
Salty O'Rourke	Para.
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Aster
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
See My Lawyer	Univ.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shahrazad	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swing Out Sister	Univ.
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Title	Company
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three's a Crowd	Rep.
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Vampire's Ghost	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Love	MGM
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA

Z

Title	Company
Ziegfeld Follies	MGM

NEW PICTURES STARTED LAST WEEK

Seven pictures started at seven studios last week. A year ago last week eight pictures went before the cameras. Last week's starters:

COLUMBIA

Boston Blackie's Private Ghost—Principals: Chester Morris, Jim Bannon, Jeff Donnell. Director, D. Ross Lederman.

MONOGRAM

Code of the Drifter—Principals: Johnny Mack Brown, Raymond Hatton. Director, Lambert Hillyer.

PARAMOUNT

The Perfect Marriage—Principals: Loretta Young, David Niven, Virginia Field. Director, Lewis Allen.

PRC

Devil's Bat's Daughter—Principals: Rosemary LaPlanche, John James, Michael Hale, Director, Frank Wisbar.

REPUBLIC

Rainbow Over Texas—Principals: Roy Rogers, Dale Evans, George "Gabby" Hayes. Director, Frank McDonald.

UNIVERSAL

Strange Conquest—Principals: Jane Wyatt, Jess Barker, Julie Bishop. Director, Jack Rawlins.

UNITED ARTISTS

Me and Mr. Satan—Principals: Paul Muni, Anne Baxter, Claude Rains. Director, Archie Mayo.

TITLE CHANGES

"Buster Crabbe No. 3" (PRC) now TERRORS ON HORSEBACK.

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn So Dark the Night Murder Is Unpredictable That Texas Jamboree	Pardon My Past Gilda	Duchess of Broadway Walls Came Tumbling Down Jolson Story Night Editor Boston Blackie's Private Ghost
METRO	Ziegfeld Follies Hold High the Torch Adventure Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years Time for Two	Yearling, The No Leave, No Love Army Brat Till the Clouds Roll By Three Wise Fools Fiesta Faithful in My Fashion But Not Goodbye
MONO.	Face of Marble Black Market Babies Live Wires Red Dragon Charlie Chan at Alcatraz Joe Palooka, Champ Gay Cavalier	Shadow Returns Strange Mr. Gregory Swing Parade of 1946 Junior Prom Fear	Suspense
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love of Martha Ivers Ladies Man	California Big Town Searching Wind Strange Love Perfect Marriage
PRC	Wife of Monte Cristo	Once And For All Murder Is My Business	Devil Bat's Daughter
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder	Notorious Till the End of Time Sister Kenny Without Reservations Step By Step Crack-Up
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades In Old Sacramento Glass Alibi	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona One Exciting Week	Lonely Hearts Club Rainbow Over Texas Passkey to Danger
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home	Smoky Wake Up and Dream Do You Love Me?	Three Little Girl in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Black Beauty Somewhere in the Night Dark Corner Strange Triangle
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun	Sin of Harold Diddlebock Strange Woman Me and Mr. Satan
UNIV.	Spider Woman Strikes Back Bruta Man Canyon Passage Idea Girl She Wolf of London	Seventh Veil Notorious Gentleman Wicked Lady	So Goes My Love Cat Creeps Design for Death Shahrazad Strange Conquest
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict	Escape Me Never Beast With Five Fingers Humoresque Two Guys From Milwaukee

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

	Comment	Running Time	Reviewed Issue Of
ALL-STAR COMEDIES			
6400 A Knight and a Blonde		14	
6404 Booby Dupes	Average	17	3/31/45
6428 Design for Loving	Tops	21	12/16/44
6401 Gents Without Coats		19	
6426 Gold Is Where You Lose It	Fair	16½	12/30/44
6429 Heather and Yon	So-So	17	3/24/45
6405 Idiots DeLuxe	Fair	17½	8/25/45
6423 Jury Goes Round 'n' Round	Fair	18	8/18/45
6402 No Dough, Boys		17	
6431 Off Again, On Again	Fair	16	3/31/45
6427 Open Season for Saps	Farce	18	12/16/44
6425 Pistol Packin' Nitwits	Fair	17	4/28/45
6422 She Snoops to Conquer	Average	18	3/10/45
6430 Snooper Service	Fair	14½	3/24/45
6421 Strife of the Party	Pleasing	16	12/16/44
6403 Three Pests in a Mess	Slapstick	15	5/12/45
6432 Two Local Yokels	Average	17½	5/19/45
6425 Wedded Bliss	Fair	17	11/18/44
6411 Wife Decoy		17	
6410 Woo! Woo!	Average	16	3/10/45
COLOR RHAPSODY			
6505 Carnival Courage		7	
6501 Dog, Cat and Canary		6	
6503 Fiesta Time		7½	
6504 Hot-Foot Lights	Funny	7	3/25/45
6502 Rippling Romance		8	
COMMUNITY SINGS			
6451 No. 1 (Leibert) Love Love, Love	Good	9½	11/18/44
6452 No. 2 (Baker) Ikky Tikky Tambo		9	
6453 No. 3 (Baker) Swinging on a Star		10	
6454 No. 4 (Leibert) Hot Time in Berlin	Good	9	3/10/45
6455 No. 5 (Baker) Tico Tico	Fine	11	3/10/45
6456 No. 6 (Don Baker) Very Thought of You	Good	10	4/28/45
6457 No. 7 (Leibert) I'll Walk Alone		11	
6458 No. 8 (Leibert) Sweet and Lovely	Musical	9	6/ 2/45
6459 No. 9 (Baker) Confessin'	Good	10	8/25/45
6460 No. 10 (Baker) Rum and Coca Cola	Good	10	8/25/45
6461 No. 11 (Leibert) Little on the Lonely Side	Good	10	8/18/45
6462 No. 12 (Leibert) Bell-Bottom Trousers	Good	11	11/10/45
6463 No. 13 (Special) Patriotic Songs		10½	
FILM-VODVIL			
6952 Al Trace's Comedy Band	Excellent	11	12/16/44
6954 Korn Kobblers	Good	11	4/28/45
6951 Kehoe's Marimba Band		11	
6955 Lowe, Hite & Stanley	Diverting	11	6/ 2/45
6953 Rootin' Tootin' Band		11	
FOX & CROW			
6751 Be Patient, Patient		7	
6752 Egg-Yegg	Amusing	7½	3/31/45
6753 Kukunuts	Funny	6½	3/25/45
6754 Treasure Jest	Good	6½	3/16/45
LI'L ABNER			
6602 Kickapoo Juice	Amusing	7	3/31/45
6601 Porkuliar Piggy	Funny	7	12/16/44
PANORAMICS			
6001 A Harbor Goes to France		10	
PHANTASIES			
6702 As the Fly Flies		6	
6704 Bobby Socks	Good	6	8/18/45
6703 Goofy News Views	Has Possibilities	7	6/ 2/45
6701 Mutt 'n' Bones	Fair	7	12/23/44
SCREEN SNAPSHOTS			
6851 No. 1 (GI Joe In Hollywood)	Fair	10	12/ 2/44
6852 No. 2 (The Mike Goes to War)		10	
6853 No. 3 (Ken Murray, M.C.)		10	
6854 No. 4 (Variety-Mowbray)		9½	
6855 No. 5 (G.I. Janes in Hollywood)	Average	10	3/10/45
6856 No. 6 (Vallee-Allen)	Good	9	4/14/45
6857 No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	4/14/45
6858 No. 8 (Letters to G.I.)		10	
6859 No. 9 (Doctors In Make-Up)		9½	
6900 No. 10 (Eddie Canter-Ginny Simms)	Excellent	10	8/25/45
SPORTS REEL			
6903 Aqua-Maids		9½	
6899 Chips and Putts		9	
6902 Hedge Hoppers	Selective	8	12/16/44
6808 Hi-ho Rodeo		9	
6807 Iron Masters	Excellent	9½	5/ 5/45
6901 K-9-Kadets		10½	
6905 Kings of the Fairway	Interesting	10	4/21/45
6906 Rough and Tumble	Very Funny	9	4/14/45
6810 Salmon Fishing		9	
6904 Striking Champions		10	

SERIALS

6120 Black Arrow	15 Chaps.	
6140 Brenda Starr, Reporter	13 Chaps.	
6160 Monster and the Ape	15 Chaps.	9/26/44

METRO-GOLDWYN-MAYER
(1943-44)

CARTOONS (Tech.)			
W-542 Barney Bear's Polar Pest			
W-538 Bear Raid Warden	Good	8	8/26/44
W-539 Big Heel-Watha	Excellent	8	9/ 2/44
W-546 Jerkey Turkey	Fair	8	5/12/45
W-541 Mouse Trouble			
W-540 Puttin' on the Dog	Very Funny	7	11/ 4/44
W-543 Screwy Truant	Good	7	5/12/45
W-545 Shooting of Dan McGee	Kids Itself	8	4/21/45
W-544 Unwelcome Guest			
CRIME-DOES-NOT-PAY			
A-502 Fall Guy	Fair	20	5/12/45
A-503 Last Installment	Absorbing	19	5/12/45
A-504 Phantoms Inc.		17	
MINIATURES (10)			
M-590 Little White Lie			
M-589 Nostradamus IV	Very Good	10	11/ 4/44
M-588 Somewhere, USA (Tech.)		10	
M-587 Why Daddy		9	
PASSING PARADE			
K-574 A Lady Fights Back	Interesting	10	1/ 6/45
K-572 Grandpa Called It Art	Good	10	10/ 7/44
K-575 It Looks Like Rain			
K-573 Return From Nowhere	Interesting	10	11/ 4/44
K-576 Seesaw and the Shees	Exceptional	10	5/12/45
PETE SMITH SPECIALTIES (14)			
S-557 Football Thrills of 1943	Very Good	8	11/ 4/44
S-560 Hollywood Scout	Unique	8	5/12/45
S-555 Movie Pests	Pointed Fun	10	8/ 5/44
S-558 Safety Sleuth	Hilarious	10	12/16/44
S-556 Sports Quiz	Very Good	10	9/ 2/44
S-559 Track and Field Quiz			
TRAVELTALKS (12) (Tech.)			
T-520 City of Brigham Young			
T-518 Colorful Colorado		8	
T-521 Monumental Utah	Excellent	9	9/ 2/44
T-519 Roaming Through Arizona		10	
T-522 Wandering Here and There	Instructive	9	1/13/45

(1944-45)

CARTOONS			
W-631 Mouse Comes to Dinner		7	
W-632 Mouse in Manhattan		8	
W-633 Tee for Two		7	
W-634 Swing Shift Cinderella		8	
TRAVELTALKS			
T-612 Seeing El Salvador		9	
T-611 Shrines of Yucatan	Instructive	9	1/13/45
T-613 Modern Guatemala City		8	

PARAMOUNT

CLASSICS CARTOONS (Tech.) (4)			
C4-10 Hunky and Spunky		7	Reissue
C4-9 Kids in the Shoe		7	Reissue
C4-7 Little Stranger		7	Reissue
C4-8 Snubbed by a Sneb		7	Reissue
GEORGE PAL PUPPETOONS			
U4-6 Hatful of Dreams	Excellent	9	4/28/45
U4-3 Hot-Lip Jasper	Excellent	8	1/27/45
U4-7 Jasper's Booby Traps	Very Good	8	6/ 2/45
U4-8 Jasper's Close Shave	Good	8	8/ 4/45
U4-5 Jasper's Minstrels	Fair	9	4/28/45
U4-1 Jasper's Paradise	Excellent	7½	12/30/44
U4-4 Jasper Tell	Amusing	8	2/ 3/45
U4-2 Two Gun Rusty	Very Good	7½	11/11/44
LITTLE LULU			
D4-4 Beau Ties	Fair	8	6/ 9/45
D4-1 At the Zoo	Entertaining	8	3/10/45
D4-2 Birthday Party	Excellent	8	3/10/45
D4-5 Daffydilly Daddy	Good	8	10/13/45
D4-3 Magica-Lulu	Amusing	8	5/ 5/45
D4-6 Snap Happy			
NOVELTOONS			
P4-5 Lamb in a Jam	Good	8	8/ 4/45
P4-6 A Self-Made Mongrel	Funny	8	10/13/45
P4-4 Scrappily Married	Very Funny	8	8/31/45
P4-3 When GI Johnny Comes Home	Exceptional	8	5/ 5/45
P4-1 Yankee Doodle Donkey	Amusing	8	1/27/45
P4-2 Gabriel Churchkitten	Winsome	8½	3/10/45
MUSICAL PARADES			
FF4-5 Boogie Woogie	Good	20	6/ 2/45
FF4-1 Bonnie Lassie	Very Good	19	9/23/44
FF4-3 Bombalera	Super	20	1/27/45
FF4-4 Isle of Tabu	Good	20	3/10/45
FF4-2 Star Bright	Excellent	20	12/23/44
FF4-6 You Hit the Spot	Entertaining	20	9/22/45
POPEYE			
E4-5 For Better or Nurse		7½	
E4-6 Mess Production	Good	7½	11/17/45
E4-2 Pop-Pie Ala Mode	Good	8	6/ 2/45
E4-4 Shape Ahoy	Good	7½	9/ 1/45
E4-1 She-Sick Sailors	Good	8	3/31/45
E4-3 Tops in the Big Top	Good	7	8/ 4/45
POPULAR SCIENCE			
J4-1 No. 1	Interesting	10	12/30/44
J4-2 No. 2	Excellent	10	12/30/44
J4-3 No. 3	Interesting	10	1/27/45
J4-4 No. 4	Very Interesting	10	5/12/45
J4-5 No. 5	Good	10	6/ 9/45
J4-6 No. 6	Excellent	10	8/ 4/45
SPEAKING OF ANIMALS			
Y4-1 As Babies	Tops	9	12/30/44
Y4-6 From A to Zoo	Excellent	9	9/ 1/45
Y4-5 In a Musical Way	Excellent	9	8/18/45
Y4-3 In the Public Eye	Good	10	3/24/45
Y4-4 Talk of the Town	Very Funny	9	5/26/45
Y4-2 Who's Who in Animal Land	Tops	9	1/27/45
SPORTLIGHTS			
R4-5 Blue Winners	Excellent	9	1/27/45
R4-2 Brongs & Brands	Thrilling	9½	12/30/44
R4-10 Campus Mermaids	Good	9	9/ 1/45
R4-9 Canine-Feline Capers	Good	9	8/18/45
R4-8 Fan Fare	Fair	9	6/ 9/45
R4-3 Long Shots or Favorites	Good	9½	2/10/45
R4-4 Out Fishin'	Excellent	9½	4/21/45
R4-6 Game Bag	Excellent	9½	3/31/45
R4-1 Rhythm on Wheels	Good	9½	12/ 2/44
R4-7 White Rhapsody	Thrilling	9	5/12/45
UNUSUAL OCCUPATIONS			
L4-1 No. 1	Interesting	10	11/ 4/44
L4-2 No. 2	Interesting	10	2/24/45
L4-3 No. 3	Very Fine	10	3/10/45
L4-4 No. 4	Interesting	10	5/12/45
L4-5 No. 5	Interesting	10	9/16/45
L4-6 No. 6	Interesting	10	10/13/45

RKO RADIO

DISNEY CARTOONS (18) (Tech.)			
54110 African Diary		7	
54112 Californy 'Er Bust	Fair	7	6/16/45
54113 Canine Patrol	Excellent	7	9/22/45
54107 Clock Watcher	Good	7	1/13/45
54118 Cured Duck		7	
54108 Dog Watch	Good	7	1/ 6/45
54111 Donald's Crime		8	
54105 Donald's Off Day	Funny	7	1/ 6/45
54114 Duck Pimples	Very Good	8	6/ 9/45
54109 Eyes Have It	Entertaining	7	5/12/45
54103 First Aiders	Excellent	7	12/ 2/44
54117 Hockey Homicide		8	
54104 How to Play Football	Timely	8	12/ 9/44
54116 No Sail	Good	7	8/25/45
54115 Legend of Coyote Rock	Very Funny	7	8/25/45
54102 Plastics Inventor	Excellent	7	8/18/45
54101 Springtime for Pluto		7	
54106 Tiger Trouble	Funny	7	1/18/45
EDGAR KENNEDY			
53401 Feather Your Nest	Good	18	12/16/44
53402 Alibi Baby	Comedy	18	1/13/45
54405 It's Your Move	Fair	17	8/18/45
53403 Sleepless Tuesday	Some Laughs	18	4/28/45
53404 What, No Cigarets?	Poor	18	7/ 7/45
53406 You Drive Me Crazy	Fair	17	11/10/45
FLICKER FLASHBACKS			
54201 No. 1		18	
54202 No. 2	Good	9½	11/11/44
54203 No. 3		9	
54204 No. 4	Hilarious	9	2/24/45
54205 No. 5	Swell Ribbing	9	3/31/45
54206 No. 6	Good	8	4/21/45
54207 No. 7		7	
HEADLINER REVIVALS			
53201 Songs of the Colleges		15	
53204 Swing Fever		19	
53202 Swing It		16	
53203 Swing Vacation		19	
LEON ERROL			
53707 Beware of Redheads	Good	17	9/22/45
53703 Birthday Blues	Average	17	4/14/45
53706 Double Honeymoon	Good	18	8/18/45
53702 He Forgot to Remember		17	
53704 Let's Go Stepping		17	
53701 Triple Trouble	Good Hokum	17	11/11/44
53705 It Shouldn't Happen to a Dog	Fair	18	8/25/45
SPORTSCOPES			
54308 Athlete of the Year	Good	8	4/21/45
54313 Colorado Rainbows	Good	8	9/22/45
54306 Court Craft	Action	8	4/21/45
54305 Five Star Bowlers	Class Appeal	8	2/24/45
54304 Parallel Skiing	Good	8	1/ 6/45
54303 Saddle Starlets	Good	8	12/23/44
54302 School for Dogs	Interesting	8	12/30/44
54307 Ski Gulls	Thrills	8	3/31/45
54311 Tee Tricks	Excellent	8	7/ 7/45
54309 Timberdoodles	Interesting	8	4/23/45
54310 West Point Winners	Very Good	8	7/ 7/45
54312 Mexican Playland	Good	8	8/25/45
THIS IS AMERICA			
53113 Americans in Paris	Good	16	11/24/45
53111 Annapolis	Interesting	16	9/22/45
53108 Battle of Supply	Excellent	17	7/ 7/45
53112 California Boom Town	Very Good	16	10/27/45
53107 Dress Parade	Very Good	16	5/12/45
53106 Guam-Salvaged Island	Excellent	17	4/21/45
53105 Honorable Discharge	Educational	17	3/24/45
53102 New Americans	Interesting	19	1/ 6/45
53104 On Guard	Exciting	17	3/ 3/45
53110 Policing Germany	Excellent	18	8/11/45
53103 Power Unlimited	Interesting	17	2/24/45
53101 West Point	Revealing	17	12/ 9/44
53109 China Life Line	Excellent	16	7/28/45

REPUBLIC

483 Federal Operator 99	15 Chaps.
482 Manhunt of Mystery Island	15 Chaps.
581 Phantom Rider	12 Chaps.
484 Purple Monster Strikes	15 Chaps.
481 Zorro's Black Whip	12 Chaps.

20th CENTURY-FOX

LEW LEHR

8002 Do You Remember.....
8001 Sea Food Mamas..... 8 .....

MARCH OF TIME

1 Post War Farms.....
2 What to Do With Germany .....Excellent ..... 18½.. 9/30/44
3 Uncle Sam Mariner.....
4 Inside China .....Revelatory ..... 17½..12/ 2/44
5 Unknown Battle .....Interesting .... 19 ..12/30/44
6 Report on Italy.....Outstanding ... 17 .. 2/ 3/45
7 West Coast Question.....Interesting .... 16 .. 2/24/45
8 Memo to Britain.....Interesting .... 16 .. 3/24/45
9 Returning Veteran .....Interesting .... 17 .. 4/14/45
10 Spotlight on Congress....Informative .... 16 .. 5/19/45
11 Teen-Age Girls .....Excellent .... 17 .. 6/16/45
12 Where's the Meat?.....Fair ..... 17 .. 7/28/45
13 New U. S. Frontier.....Unusual ..... 16 .. 8/11/45

MOVIETONE ADVENTURE

8256 Alaskan Grandeur (Tech.).Interesting .... 8 .. 9/10/45
8254 Black, Gold and Cactus (Tech.) .....
8257 Canyons of the Sun.....Educational .... 8 .. 2/10/45
8255 City of Paradox.....
8261 Empire State .....
8259 Isle of Romance.....
8262 Jewels of Iran.....
8258 Land of 10,000 Lakes....Interesting .... 8 .. 3/10/45
8251 Mexican Majesty (Tech.).....
8201 Modeling for Money.....
8263 Mystic India .....
8260 Sikhs of Patiala.....

SPORTS REVIEWS

8351 Blue Grass Gentlemen (Tech.) .....
8302 Steppin Pretty .....
8354 Down the Fairways.....
8352 Trolling for Strikes (Tech.) .....
8353 Nova Scotia ..... Fair ..... 8 .. 3/16/45

SPECIAL

8501 Three Sisters of the Moors ..... 20 .....

UNITED ARTISTS 1944-45

DAFFY-DITTYS

Cross-Eyed Bull .....Very Good .... 10 ..11/ 4/44
Flying Jeep .....
Lady Says No.....
Pepito's Serenade .....
Choo Choo Amigo.....

WORLD IN ACTION

Now—The Peace .....Good ..... 21 .. 5/19/45
When Asia Speaks.....Interesting .... 19 ..12/ 9/44

UNIVERSAL

NAME BAND MUSICALS

9128 Artistry in Rhythm.....Fair ..... 18 .. 6/18/45
9122 Harmony Highway .....Fair ..... 18 ..12/30/44
9124 Jive Busters .....Average ..... 13 .. 4/21/45
9125 Melody Parade .....
9123 On the Mellow Side.....Excellent ..... 15 ..12/30/44
9127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
9126 Swing Serenade .....Very Good ..... 15 .. 5/12/45
9121 Swingtime Holiday .....Good ..... 15 ..12/30/44
9129 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

8373 ABC Pin-Up .....Good ..... 8 .. 2/10/45
8375 Author in Babyland.....Interesting .... 9 .. 5/12/45
8376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
8371 Idol of the Crowd.....Interesting .... 9 ..11/ 4/44
8378 Kamine Aristocrats .....Good ..... 9 .. 9/22/45
8372 One-Man Newspaper ....Interesting .... 10 ..12/23/44
8374 Pigtail Pilot .....Exceptional .... 9 .. 1/27/45
8377 School for Mermaids.....Good ..... 9 .. 8/25/45

SWING SYMPHONIES

8231 Abou Ben Boogie.....Fair ..... 7 ..11/ 4/44
8235 Painter and the Pointer .....Amusing ..... 7 ..12/23/44
8234 Pied Piper of Basin Street .....Entertaining .... 8 .. 2/10/45

TECHNICOLOR CARTOONS

8232 Beach Nut, The.....Good ..... 7 ..12/16/44
8236 Chew Chew Baby.....Hilarious ..... 7 .. 2/24/45
8230 Crow Crazy .....Funny ..... 7 .. 8/25/45
8240 Dippy Diplomat .....
8235 Painter and the Pointer.....
8233 Ski for Two.....Tops ..... 7 ..12/30/44
8238 Woody Dines Out .....Good ..... 7 .. 5/12/45

SPECIAL FEATURETTES

8112 Lili Marlene .....Engrossing .... 21 ..11/11/44
8110 World Without Borders..... 21 .....

VARIETY VIEWS

8352 Dogs for Show..... Very Fine ..... 8 ..12/23/44
8351 From Spruce to Bomber..Interesting .... 8 ..12/16/44
8353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 ..12/23/44
8354 White Treasure .....Interesting .... 8 .. 1/13/45
8356 Wingmen of Tomorrow...Interesting .... 10 .. 6/16/45
8355 Your National Gallery....Interesting .... 10 .. 2/24/45
8357 Victory Bound .....Interesting .... 8 .. 9/ 1/45
8358 Village of the Past.....Good ..... 8 .. 8/25/45

SERIALS

9581 Jungle Queen ..... 13 Chaps
9881 Master Key ..... 13 Chaps 6/ 8/45
9681 Mystery of the River Boat... 13 Chaps 12/ 2/44
9781 Raiders of Ghost City..... 13 Chaps 9/12/44
9981 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS

BUGS BUNNY SPECIALS

1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 .. 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 ..11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1318 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Asters.....Good ..... 20 .. 4/14/45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30/44
1108 It Happened in Springfield .....Magnificent .. 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands.....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1108 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good .... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3/ 3/45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky.....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard....Fair ..... 10 ..10/28/45
1704 Behind the Meat Ball...Good ..... 7 .. 4/14/45
1713 Book Revue .....Very good..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1709 Fresh Airdale .....Very Funny ... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peek Up Your Troubles..Good ..... 7 ..10/16/45
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1708 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimscapades .....Interesting .... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1006 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional .... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good .... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/26/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Day.....Very Good .... 10 .. 9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½..11/10/45
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers ..... 16½.....
7422 Dance, Dunce, Dance!....Funny ..... 18½..10/27/44
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell.....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/44
7402 Micro-Phonies ..... 17 .....
7435 Spook to Me..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17

COLOR RHAPSODY

7501 River Ribber ..... 6 ..

COMMUNITY SINGS

5657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10
7653 No. 3 (Baker) Dream ..... 10 .....
7654 No. 4 (Baker) Good, Good, Good..... 11 .....
7655 No. 5 (Leibert) No Can Do .....
7656 No. 6 (Baker) That Feeling in the Moonlight .....

FILM VODVIL

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra ..... 11 .....

FLIPPY

7601 Catnipped ..... 7½.....

FOX & CROW

7751 Phoney Baloney ..... 7 ...

PANORAMICS

7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½.....

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 8 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) ..... 8 .
7854 No. 4 (Hollywood Celebrations)..... 9 .....
7855 No. 5 (Movie Stunt-men & Doubles)..... 19 .....
7856 No. 6 (Wendell Niles and Prindle).....

SPORT REELS

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 ..
7803 Cadet Cagers ..... 8½.....
7804 Mermaids' Paradise ..... 9½.....
7805 Wrestling .....

SERIALS

7120 Jungle Raiders ..... 15 Chaps
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 8 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 ..11/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor .....
S-752 Guest Pests ..... 8 .....
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11 ..12/ 1/45
K-775 Magic on a Stick.....
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny ..... 10 .....
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU

D5-1 Man's Best Friend.....
D5-2 Bargain Counter Attack.....

NOVELTOONS

P5-1 The Friendly Ghost.....
P5-2 Old MacDonald Had a Farm .....

MUSICAL PARADES

FF5-1 Little Witch .....Very Good .... 20 ..11/10/45
FF5-2 Naughty Nanette .....
FF5-3 College Queen .....

POPEYE

E5-1 House Tricks .....
E5-2 Service With a Guile.....

POPULAR SCIENCE

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 .....
J5-3 No. 3 .....

SPEAKING OF ANIMALS

Y5-1 Animal-ology .....Very Funny .... 8 ..11/ 9/45
Y5-2 Hillbillies .....

SPORTLIGHTS

R5-1 What a Picnic.....Interesting .... 9 ..10/20/45
R5-2 Paddle Your Own.....Good ..... 9 ..11/17/45
R5-3 Running the Team.....
R5-4 Good Dog .....
R5-5 Dixie Pointers .....

UNUSUAL OCCUPATIONS

L5-1 No. 1 .....
L5-2 No. 2 .....
L5-3 No. 3 .....

RKO RADIO 1945-46

DISNEY CARTOONS

64101 Canine Patrol ..... 7 .....
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....

FLICKER FLASHBACKS

64201 No. 1 .....Funny ..... 7 ..11/17/45
64202 No. 2 ..... 7 .....
64203 No. 3 ..... 7 .....

HEADLINER REVIVALS

63201 The Derby Decade..... 22 .....
63202 Russian Dressing ..... 18 .....

LEON ERROL

63701 Beware of Redheads..... 17 .....

RAY WHITLEY WESTERN MUSICALS

63501 Western Welcome ..... 18 .....
63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....

SPECIAL

671 The House I Live In.....Excellent ..... 10 ..10/13/45

SPORTSCOPES

64301 Athletic Items .....Good ..... 8 ..11/24/45
64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... 8 .....

THIS IS AMERICA

63102 T.V.A. ..... 18 .....
63101 Airline to Everywhere...Excellent ..... 17 ../1/ 5/46

WAR ACTIVITIES

Here Come the Yanks....Interesting ..... 10 ..10/13/45

20th CENTURY-FOX

MOVIETONE ADVENTURE

6260 Across the Great Divide
6258 Along the Rainbow Trail
6254 Bountiful Alaska ... 8
6259 Cradle of Liberty
6253 China Carries On
6256 Louisiana Springtime ... 8
6257 Lost Lake
6252 Magic of Youth
6251 Memories of Columbus
6255 Song of Sunshine ... 8

SPORTS REVIEWS

6353 Diving Dandies
6355 Golden Horse
6301 Pins and Cushions
6351 Ski Aces
6352 Time Out For Play ... 8
6354 Sea Sirens

TERRYTOONS

6517 Dinky Finds a Home ... 7
6511 Fortune Hunters ... 7
6502 Fox & the Duck
6520 Golden Hen ... 7
6514 It's All in the Stars ... 7
6518 Johnstown Flood ... 7
6501 Mighty Mouse in Gypsy Life ... 6
6506 Mighty Mouse Meets Bad Bill Bunion ... 7
6508 Mighty Mouse in Krakatoa ... 7
6513 My Old Kentucky Home ... 7
6519 Peace-Time Football ... 7
6503 Swooning the Swooners
6510 Svengali's Cat ... 7
6509 Talking Magpies ... 7
6507 The Exterminator ... 7
6515 Throwing the Bull ... 7
6516 Trojan Horse ... 7
6504 Watch Dog
6512 Wicked Wolf ... 7
6505 Who's Who in the Jungle ... 7

MARCH OF TIME

1 Palestine Problem ... Informative ... 17 .. 9/15/45
2 American Beauty ... Interesting ... 18
3 18 Million Orphans ... Excellent ... 17 .. 11/ 3/45
4 Justice Comes to Germany ... Impressive ... 21 .. 11/24/45
5 Challenge to Hollywood .. Interesting ... 18 .. 1/ 5/46

UNIVERSAL

ANDY PANDA CARTOONS

The Poet and Peasant ... Very Good ... 7 .. 10/27/45

NAME BAND MUSICALS

1304 Cuban Madness
1301 Solid Senders ... Very Good ... 15 .. 11/24/45
1302 Hot and Hectic
1306 Melody Stampede
1381 Sing And Be Happy
1307 Swing High, Swing Sweet
1303 Synco-Smooth Swing
1305 Tin Pan Alley Tempos

PERSON-ODDITY

1361 Gabriel Heatter Reporting ... Ineresting ... 9 .. 11/17/45
1362 Hill-Billy Artist ... Interesting ... 9 .. 10/27/45
1363 Paper Magic ... Interesting ... 9 .. 11/10/45
1364 Pottery Poets ... Good ... 9 .. 12/ 1/45
1365 Front Line Artists ... Good ... 9 .. 12/ 1/45

SERIALS

Lost City of the Jungle
Royal Mounted Rides Again
Scarlet Horseman
Secret Agent X-9

TECHNICOLOR CARTOONS

1321 The Loose Nut

VARIETY VIEW

1342 Go North ... Very Good ... 9 .. 10/13/45
1342 Go North
1364 Grave Laughter ... Amusing ... 9 .. 11/24/45
1344 Doctor of Paintings
1345 Jungle Capers
1341 Queer Birds ... Interesting ... 9 .. 11/10/45

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS

2303 The Good Egg
2302 Lyin' Mouse
2301 Sunbonnet Blue ... 7
2304 Trial of Mr. Wolf

FEATURETTES

2101 Barbershop Ballads ... Fair ... 20 .. 8/25/45
2102 Star in the Night ... Outstanding ... 20 .. 10/27/45
2103 All Star Musical Revue .. Entertaining .. 20 .. 12/ 1/45
2104 Good Old Corn ... Good ... 20 .. 12/ 1/45
2106 Hitler Lives? ... Excellent ... 20 .. 1/ 5/46
2105 Musical Shipmates

MELODY MASTERS

2601 Spade Cooley, King of Western Swing ... Excellent ... 10 .. 8/25/45
2605 Headlines Bands
2602 Here Comes the Navy Bands ... Fair ... 10 .. 10/13/45
2603 Musical Novelties ... Fair ... 10 .. 11/17/45
2604 Music of the Americas ... Good ... 10 .. 12/ 1/45

SPECIAL

2901 The Nine Hundred ... Outdated ... 10 .. 10/27/45

SPORTS PARADE

2501 Sports Go to War ... Outdated ... 10 .. 10/13/45
2502 Holiday on Horseback
2503 Michigan Ski-Daddle

TECHNICOLOR ADVENTURES

2801 Fashions for Tomorrow ... 10
2802 In Old Santa Fe

TECHNICOLOR SPECIALS

2001 Frontier Days ... Good ... 20
2002 Forest Commandos

VITAPHONE VARIETIES

2401 Alice in Jungleland ... Interesting ... 10 .. 8/25/45
2402 Miracle Makers ... 10
2405 Peeks at Hollywood
2404 So You Think You're Allergic
2403 Story of a Dog ... Interesting ... 10 .. 11/17/45

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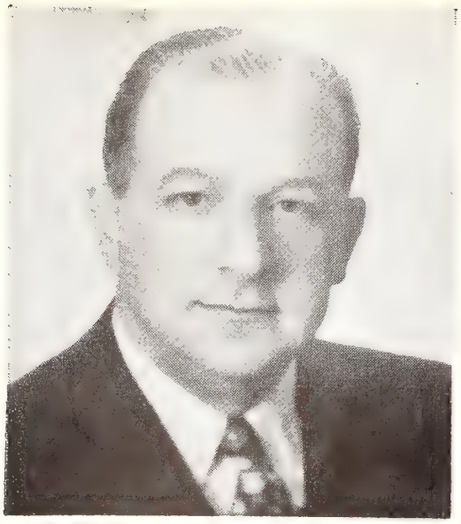
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In Two Sections

Vol. 44, No. 1
January 19, 1946

Section Two

A section of Showmen's Trade Review recording the results of an annual national poll of exhibitors, published by Showmen's Trade Review, 1501 Broadway, New York 18, N. Y.



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LEADING ACTOR



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LEADING PICTURE



THIRTY SECONDS OVER TOKYO

ISN'T IT THRILLING!

Here's how EXHIBITORS voted...

10 LEADING PICTURES: M★G★M 5
Next Companies 2, 1, 1, 1
"THIRTY SECONDS OVER TOKYO," "NATIONAL VELVET,"
"MEET ME IN ST. LOUIS," "THRILL OF A ROMANCE," "ANCHORS AWEIGH"

25 LEADING PICTURES: M★G★M 9
Next Companies 6, 5, 4, 1
The five features listed above plus "SON OF LASSIE," "VALLEY OF DECISION,"
"MUSIC FOR MILLIONS," "OUR VINES HAVE TENDER GRAPES"

5 LEADING ACTRESSES: M★G★M 3
Next Companies 1, 1
GREER GARSON, JUDY GARLAND, MARGARET O'BRIEN

5 LEADING ACTORS: M★G★M 2
Next Companies 1, 1, 1
VAN JOHNSON, SPENCER TRACY
(Also: LIONEL BARRYMORE voted among First Four Leading Character Stars)

10 LEADING NEW STARS: M★G★M 3
Next Companies 2, 1, 1, 1
GREGORY PECK, TOM DRAKE, ELIZABETH TAYLOR

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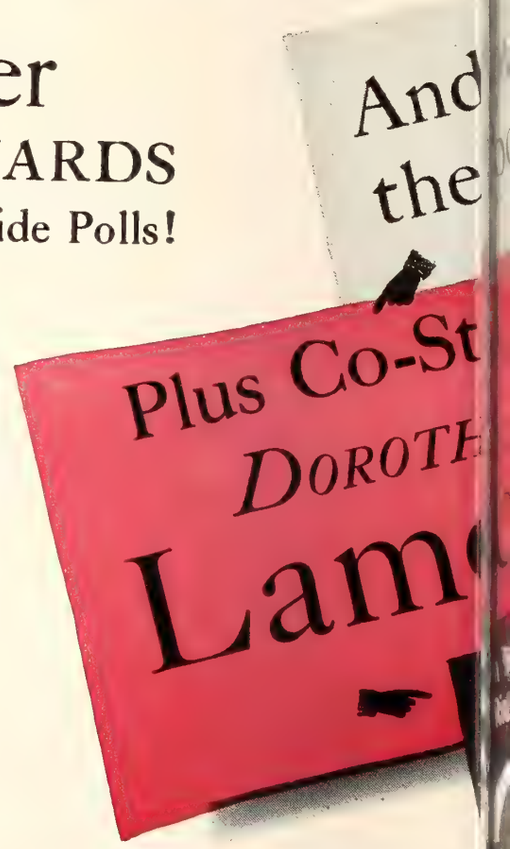
Again The Year's Top All-American Male Star
—In Boxoffice Barometer Poll

Again The Year's Top Money-Making Star
—In M. P. Herald-Fame Poll

Again The Top International Star
—In International (British) Poll

Again The Top Radio Master-of-Ceremonies
—In M. P. Daily-Fame Poll

Again The Top Radio Male Vocalist (Popular)
—In M. P. Daily-Fame Poll



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Directed by Hal Walker
Original Screenplay by Norman Panama and Melvin Frank • Songs by Johnny Burke and Jimmy Van Heusen

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—*In M. P. Daily-Fame Poll*

Again The Top Radio Comedy Show
—*In M. P. Daily-Fame Poll*

One Of The 10 Top Money-Making Film Stars
—*In M. P. Herald-Fame Poll*

One Of The 10 Top International Stars
—*In International (British) Poll*

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1945 LEADERS OF THE MOTION PICTURE INDUSTRY

Section Two

VOLUME 44 • NUMBER 1
January 19, 1946

CHARLES E. *'Chick'* LEWIS
EDITOR and PUBLISHER

A section of Showmen's Trade Review recording the results of an annual national poll of exhibitors, published by Showmen's Trade Review, Inc., 1501 Broadway, New York 18, N. Y. Tom Kennedy, associate editor. James A. Cron, general manager, Ann Lewis, West Coast manager, 6777 Hollywood Boulevard, Hollywood 28, Calif. Titles and trade mark registered U. S. Patent Office. Contents copyrighted 1946 by Showmen's Trade Review, Inc.

LEADERS

OF THE MOTION PICTURE INDUSTRY 1945

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THE DAWN OF A NEW ERA!

The war is over and won.

But the peace and domestic battles are still to be achieved.

We of the Motion Picture Industry can honestly feel that we did our part far and beyond anything expected of us or any other industry.

Theatre business boomed. That was to be expected. If it was a little lopsided, the reconversion period may witness a general levelling off with the business better apportioned among all the theatres rather than just the few.

We have our post-war problems to meet and to solve. Better showmanship stands high on the list of "must-dos" for the immediate future and this means a return to the type of showmanship that was so necessary during the lean years.

There are some who say that showmanship is a lost art. We disagree. We believe it has been dormant. Dormant too long, to be sure, but certainly not dead.

Nineteen Hundred Forty-Six should be a happy and prosperous year for all branches of our industry. It can certainly be that for you if you will apply yourself to your profession.

You have a valuable commodity to sell. Inside these metal containers for film reels are relaxation, entertainment, surcease from daily worries and cares. It is yours to sell and yours to exhibit to those patrons who buy your merchandise.

Be a real showman. Sell your shows. Maintain flawless physical operation of your theatre. Be ever on the lookout for the welfare, the comfort and the safety of your patrons. They are your first and only consideration.

—"CHICK" LEWIS

Dear Betty Grable



Of course, you're one of the 10 Top Stars in the poll of Showmen's Trade Review! Your Technicolor hit "The Dolly Sisters" is wonderful . . . and your greatest will be "The Shocking Miss Pilgrim," --also in Technicolor! Until then--

love from the boxoffice and

20th CENTURY-FOX

LEADING PRODUCTIONS

Presented in the order of their choice are the pictures which have been selected as the Leaders of the 1944-1945 season in accordance with the now tested and proved yardstick which has been applied at this time each year through the medium of the national poll of exhibitor opinion conducted by Leaders of the Motion Picture Industry.

As emphasized quite regularly in these forewords to pages which record the details of pictures which have won Leaders recognition, this annual stock-taking of the box-offices of the U. S. concerns itself with a prescribed list of pictures—the list being comprised of those productions which were in general release during the period beginning November one and concluding on October 31 of the following year. It is quite necessary to stress this point and call attention to the listing, elsewhere in this issue, of the pictures that were eligible for Leaders distinction for the season covered by this poll.

Another point which it is necessary to emphasize, is the fact that the Leaders of the Motion Picture Industry selections of pictures and stars named as the outstanding attractions are selected by means of a poll of exhibitors based on a plan which accomplishes with marked accuracy—as proved in the many years this poll has been employed—a reflection of the average theatre situation in this country. This therefore is not a selection of pictures or stars based on the opinion of a critic, either professional or amateur, but the designation by theatremen of the pictures which drew the biggest patronage to their theatres. That, according to the reasoning behind this work by Showmen's Trade Review, constitutes the most accurate evaluation possible of the merit of a picture—assuming that pictures are primarily for the entertainment of the masses.

Thus, having attempted to make clear that there are two vital points to be kept in mind in considering the results of this poll (that the pictures eligible are those released during a specific period as listed elsewhere; that this publication merely gathers the exhibitors' views and reports them herein) we offer with great pride the results of the national selection of Leading Productions of 1944-1945.

LEADING PRODUCTIONS



THIRTY SECONDS OVER TOKYO (Metro-Goldwyn-Mayer)

Produced by Sam Zimbalist. Directed by Mervyn LeRoy.

Principals

Spencer Tracy	Van Johnson
Robert Walker	Phyllis Thaxter
Tim Murdock	Scott McKay
Gordon McDonald	Don DeFore
Robert Mitchum	John R. Reilly
Horace McNally	Donald Curtis
Louis Jean Heydt	William Phillips
Douglas Cowan	Paul Langton

Leon Ames

Production Credits

Screenplay by.....Dalton Trumbo

Based on book and Collier's story by
Capt Ted W. Lawson and Robert Considine

Photography Harold Rosson and Robert Surtees

Special effects by.....A. Arnold Gil'espie,
Warren Newcombe and Donald Jahraus

LEADING PRODUCTIONS



NATIONAL VELVET (Metro-Goldwyn-Mayer)

Produced by Pandro S. Berman. Directed by Clarence Brown.

Principals

Mickey Rooney
Elizabeth Taylor
Angela Lansbury
Juanita Quigley
Reginald Owen
Donald Crisp
Anne Revere
Jackie Jenkins
Arthur Treacher
Norma Varden
Terry Kilburn

Production Credits

Based on the novel by.....Enid Bagnold
Screenplay by
Theodore Reeves and Helen Deutsch
Photography by.....Leonard Smith
Technicolor director .....Natalie Kalmus

LEADING PRODUCTIONS



MEET ME IN ST. LOUIS (Metro-Goldwyn-Mayer) Technicolor

Produced by Arthur Freed. Directed by Vincente Minelli.

Principals

Judy Garland	Margaret O'Brien
Mary Astor	Lucille Bremer
Leon Ames	Tom Drake
Marjorie Main	Harry Davenport
June Lockhart	Henry H. Daniel, Jr.
Joan Carroll	Hugh Marlowe
Robert Sully	Chill Wills

Production Credits

Screenplay . . . Irving Brecher, Fred F. Finklehoffe
Based on the book by . . . . . Sally Benson
Director of photography . . . . . George Folsey
Technicolor director . . . . . Natalie Kalmus
Musical direction . . . . . Georgie Stoll
Dance direction . . . . . Charles Walters

LEADING PRODUCTIONS



STATE FAIR (20th Century-Fox) Color

Produced by William Perlberg. Directed by Walter Lang.

Principals

Jeanne Crain	Dana Andrews
Dick Haymes	Vivian Blaine
Charles Winninger	Fay Bainter
Donald Meek	Frank McHugh
Percy Kilbride	Henry Morgan
Jane Nigh	William Marshall
Phil Brown	Paul Burns
Tom Fadden	William Frambes
Steve Olson	Josephine Wintell
Alice Fleming	Walter Baldwin

Ralph Sanford

Production Credits

Music by.....Richard Rodgers

Lyrics by.....Oscar Hammerstein II

Screenplay by.....Oscar Hammerstein II

From a novel by.....Philip Strong

Adapted by....Sonya Levien and Paul Green

Photography .....Leon Shamroy

Technicolor director.....Natalie Kalmus

Associate .....Richard Mueller

LEADING PRODUCTIONS



THRILL OF A ROMANCE (Metro-Goldwyn-Mayer)

Produced by Joe Pasternak. Directed by Richard Thorpe.

Principals

Van Johnson — Esther Williams
Frances Gifford — Henry Travers
Spring Byington — Lauritz Melchior
Carleton G. Young — Ethel Griffies
Donald Curtis — Jerry Scott
Ferando Alvarado — Helene Stanley
Vince Barnett
Tommy Dorsey and Orchestra

Production Credits

Original screenplay by
Richard Connell and Gladys Lehman
Photography by..... Harry Stradling
Technicolor director.....Natalie Kalmus
Associate .....Henri Jaffa
Musical adaptation and direction by
Georgie Stoll

LEADING PRODUCTIONS



GOD IS MY CO-PILOT (Warner Bros.)

Produced by Robert Buckner. Directed by Robert Florey.

Principals

Dennis Morgan	Dane Clark
Raymond Massey	Alan Hale
Andrea King	John Ridgely
Stanley Ridges	Craig Stevens
Warren Douglas	Stephen Richards
Charles Smith	Minor Watson
Richard Loo	Murray Alper
Joel Allen	Frank Tang
Paul Brook	John Miles
Bernie Sell	William Forrest
Danny Dowling	Philip Ahn

Production Credits

Screenplay by...Peter Milne and Abem Finkel

From the book by.....Col. Robert Lee Scott, Jr.

Director of photography.....Sid Hickox

LEADING PRODUCTIONS



A SONG TO REMEMBER (Columbia)

A Sidney Buchman Production. Produced by Louis F. Edelman. Directed by Charles Vidor.

Principals

Paul Muni	Merle Oberon
Cornel Wilde	Stephen Bekassy
Nina Foch	George Coulouris
Sig Arno	Howard Freeman
George MacReady	Claire DuBrey
Frank Puglia	Fern Emmett
Sybil Merritt	

Production Credits

Screenplay .....Sidney Buchman
Adapted from story by.....Ernst Marischka
Directors of photography
Tony Gaudio, Allen M. Davey
Musical adaptation by.....Miklos Rozsa
Musical supervisor .....Mario Silva
Musical director.....M. W. Stoloff
Technicolor director.....Natalie Kalmus

LEADING PRODUCTIONS



ANCHORS AWEIGH (Metro-Goldwyn-Mayer) Technicolor

Produced by Joe Pasternak. Directed by George Sidney.

Principals

Frank Sinatra	Kathryn Grayson
Gene Kelly	Jose Iturbi
Henry Armetta	Chester Clute
Dean Stockwell	Pamela Britton
Rags Ragland	Billy Gilbert
Henry O'Neill	Carlos Ramirez
Edgar Kennedy	Grady Sutton
Leon Ames	Sharon McManus
James Flavin	James Burke

Production Credits

Screenplay .....Isobel Lennart

Suggested by a story by.....Natalie Marcin

Photography....Robert Planck, Charles Boyle

Technicolor director.....Natalie Kalmus

Musical direction.....Georgie Stoll

Dance sequences created by.....Gene Kelly

LEADING PRODUCTIONS



HOLLYWOOD CANTEEN (Warner Bros.)

Produced by Alex Gottlieb. Directed by Delmer Daves.

Principals

Andrews Sisters	Jack Benny
Joe E. Brown	Eddie Cantor
Kitty Carlisle	Jack Carson
Dane Clark	Joan Crawford
Helmut Dantine	Bette Davis
Faye Emerson	Victor Francen
John Garfield	Sydney Greenstreet
Alan Hale	Paul Henreid
Robert Hutton	Andrea King
Joan Leslie	Peter Lorre
Ida Lupino	Irene Manning
Nora Martin	Joan McCracken
Dolores Moran	Dennis Morgan
Janis Paige	Eleanor Parker
William Prince	Joyce Reynolds
John Ridgely	Roy Rogers & Trigger
S. Z. Sakall	Zachary Scott
Alexis Smith	Barbara Stanwyck
Craig Stevens	Joseph Szigeti
Donald Woods	Jane Wyman

Jimmy Dorsey & Band
Carmen Cavallero & Orchestra

Golden Gate Quartet	Julie Bishop
Sons of the Pioneers	Barbara Brown
Rosario & Antonio	Theodore Von Eltz
Mary Gordon	Betty Brodel
Eddie Marr	Chef Milani

Robert Shayne

Production Credits

Original screenplay by.....Delmer Daves
Photography .....Bert Glennon
Art direction .....Leo Kuter
Musical numbers created and directed by LeRoy Prinz
Songs by.....Cole Porter, Ted Koehler & M. K. Jerome, E. Y. Harburg & Burton Lane, Harold Adamson, Vernon Duke, Larry Neal, Jimmy Mundy, Jean Barry, Leah Worth, Dick Charles, Obdulio Morales, Julio Blanco, Marion Sunshine and Bob Nolan.
Musical direction .....Leo F. Forbstein

LEADING PRODUCTIONS



INCENDIARY BLONDE (Paramount)

Produced by Joseph Sistrom. Directed by George Marshall.

Principals

Betty Hutton	**Arturo de Cordova**
Charlie Ruggles	**Albert Dekker**
Barry Fitzgerald	**Mary Phillips**
Bill Goodwin	**Edward Cianneli**
The Maxellos	**Maurice Rocco**

Production Credits

Original screenplay by
Claude Binyon and Frank Butler
Photography by.....Ray Rennahan
Process Photography.....Farciot Edouart
Technicolor director.....Natalie Kalmus
Associate .....Morgan Padelford

LEADING PRODUCTIONS

SON OF LASSIE (Metro-Goldwyn-Mayer)



Produced by Samuel Marx. Directed by S. Sylvan Simon.

Principals

Peter Lawford — Donald Crisp
June Lockhart — Nigel Bruce
William Severn — Leon Ames
Donald Curtis — Nils Asther
Robert Lewis

Production Credits

Story and screenplay by.....Jeanne Bartlett
Based on some characters from the book "Lassie Come Home" by Eric Knight
Photographed in Technicolor by Charles Schoenbaum
Technicolor Director.....Natalie Kalmus
Associate .....Henri Jaffa
Special effects by.....A. Arnold Gillespie, Warren Newcombe and Danny Hall

THUNDERHEAD (20th Century-Fox) Color



Produced by Robert Bassler. Directed by Louis King.

Principals

Roddy McDowall — Preston Foster
Rita Johnson — James Bell
Diana Hale — Carleton Young
Ralph Sanford — Robert Filmer
Alan Bridge

Production Credits

Screenplay by Dwight Cummins and Dorothy Yost
Based on the novel by.....Mary O'Hara
Photographed by.....Charles Clarke
Special photographic effects.....Fred Sersen
Technicolor direction by.....Natalie Kalmus
Associate .....Richard Mueller

TREE GROWS IN BROOKLYN (20th Century-Fox)



Produced by Louis D. Lighton. Directed by Elia Kazan.

Principals

Dorothy McGuire — James Dunn
Joan Blondell — Peggy Ann Garner
Ted Donaldson — Lloyd Nolan
James Gleason — Ruth Nelson

Production Credits

Screenplay by.Tess Slesinger and Frank Davis
Adapted from the novel by.....Betty Smith
Director of photography.....Leon Shamroy

CHRISTMAS IN CONNECTICUT (Warner Bros.)



Produced by William Jacobs. Directed by Peter Godfrey.

Principals

Barbara Stanwyck — Dennis Morgan
Sydney Greenstreet — S. Z. Sakall
Reginald Gardiner — Robert Shayne
Una O'Connor — Frank Jenks
Joyce Compton — Dick Elliott
Charles Arnt

Production Credits

Screenplay by Lionel Houser and Adele Commandini
From original story by.....Aileen Hamilton
Photography .....Carl Guthrie

SONG OF BERNADETTE (20th Century-Fox)

Won Special Award in Leaders 1944 as Special Release at advanced prices.



Produced by William Perlberg. Directed by Henry King.

Principals

Jennifer Jones — Charles Bickford
Gladys Cooper — Charles Dingle
Vincent Price — Lee J. Cobb
Roman Bohnen — Anne Revere
Blanche Yurka — Mary Anderson
William Eythe — Edith Barrett
Manart Kippen — Aubrey Mather
Sig Ruman — Mona Maris
Fortunio Bonanova — Tala Birell

Production Credits

Screenplay .....George Seaton
From the novel by.....Franz Werfel
Photography .....Arthur Miller
Special photographic effects by....Fred Sersen
Art direction.James Basevi and William Darling
Music .....Alfred Newman
Orchestral arrangements .....Edward Powell

LEADING PRODUCTIONS

FOR WHOM THE BELL TOLLS (Paramount) Technicolor

Produced by Sam Wood. Directed by Sam Wood.

Won Special Award in Leaders 1944 as Special Release at advanced prices.



Principals

Gary Cooper	Ingrid Bergman
Akim Tamiroff	Arturo de Cordova
Vladimir Sokoloff	Mikhail Rasumny
Fortunio Bonanova	Eric Feldary
Victor Varconi	Katina Paxinou
Joseph Calleia	Duncan Renaldo
George Coulouris	Lilo Yarson
Alexander Granach	Adia Kuznetzoff
Leonid Snegoff	Leo Bulgakov
Frank Puglia	

Production Credits

Screenplay ..... Dudley Nichols
From the novel by ..... Ernest Hemingway
Production designed by William Cameron Menzies
Music score ..... Victor Young
Director of photography ..... Ray Rennahan
Technicolor director ..... Natalie Kalmus
Art direction ..... Hans Dreier

VALLEY OF DECISION (Metro-Goldwyn-Mayer)

Produced by Edwin H. Knopf. Directed by Tay Garnett.



Principals

Greer Garson	Gregory Peck
Donald Crisp	Lionel Barrymore
Preston Foster	Marsha Hunt
Gladys Cooper	Reginald Owen
Dan Duryea	Jessica Tandy
Barbara Everest	Marshall Thompson
Geraldine Wall	Evelyn Dockson
John Warburton	Russell Hicks
Mary Lord	Arthur Shields
Dean Stockwell	Mary Currier

Production Credits

Screenplay by ... John Meehan & Sonya Levien
Based on the novel by ..... Marcia Davenport
Photography ..... Joseph Ruttenberg
Musical score ..... Herbert Stothart

STORY OF GI JOE (United Artists)

Produced by Lester Cowan. Associate Producer, David Hall. Directed by William A. Wellman.



Principals

Burgess Meredith	Robert Mitchum
Freddie Steele	Wally Cassell
Jimmy Lloyd	Jack Reilly
Bill Murphy	

Combat veterans of the campaigns in Africa, Sicily and Italy

Production Credits

Screenplay by .... Leopold Atlas, Guy Endore and Philip Stevenson
Based on the writings of ..... Ernie Pyle
Photography ..... Russell Metty

UP IN ARMS (RKO Radio) Technicolor

Produced by Samuel Goldwyn. Associate Producer, Don Hartman, Directed by Elliott Nugent.



Principals

Danny Kaye	Dinah Shore
Dana Andrews	Constance Dowling
Louis Calhern	George Mathews
Benny Baker	Elisha Cook, Jr.
Lyle Talbot	

Production Credits

Original Screenplay Don Hartman, Allen Boretz and Robert Pirosh
Using the character, "The Nervous Wreck," .... by ..... Owen Davis
Photography ..... Ray Rennahan
Technicolor direction ..... Natalie Kalmus and Morgan Padelford
Musical numbers ..... Sylvia Fine and Max Liebman and Harold Arlen and Ted Koehler
Narration ..... Pete Smith

MUSIC FOR MILLIONS (Metro-Goldwyn-Mayer)

Produced by Joe Pasternak. Directed by Henry Koster.



Principal Players

Margaret O'Brien	Jose Iturbi
Jimmy Durante	June Allyson
Marsha Hunt	Hugh Herbert
Harry Davenport	Marie Wilson
Larry Adler	Ben Lessy
Connie Gilchrist	Katharine Balfour
Helen Gilbert	Mary Parker
Madeleine LeBeau	

Production Credits

Original screenplay by ..... Myles Connolly
Photography ..... Robert Surtees
Art direction ... Cedric Gibbons, Hans Peters
Musical adaptation and direction ... Georgie Stoll
Incidental music ..... Michel Michelet

LEADING PRODUCTIONS

Won Special Award in Leaders 1944 as Special Release at advanced prices.



WILSON (20th Century-Fox) Technicolor

Produced by Darryl F. Zanuck. Directed by Henry King.

Principals

Alexander Knox — Charles Coburn
Geraldine Fitzgerald — Thomas Mitchell
Sir Cedric Hardwicke — Ruth Nelson
Vincent Price — William Eythe
Mary Anderson — Ruth Ford
Sidney Blackmer

Production Credits

Written for the screen by.....Lamar Trotti
Photography .....Leon Shamroy
Technicolor director .....Natalie Kalmus
Art direction...Wiard Ihnen and James Basevi
Music .....Alfred Newman

BILLY ROSE'S DIAMOND HORSESHOE (20th Century-Fox) Technicolor

Produced by William Perlberg. Directed by George Seaton.



Principals

Betty Grable — Dick Haymes
Phil Silvers — William Gaxton
Beatrice Kay — Carmen Cavallero
Willie Solar — Margaret Dumont
Roy Benson — George Melford
Hal K. Dawson — Kenny Williams
Reed Hadley — Eddie Acuff
Edward Gargan — Ruth Rickaby

Production Credits

Written for the screen by.....George Seaton
Suggested by a play produced by Charles L. Wagner
Written by.....John Kenyon Nicholson
Lyrics and music by Mack Gordon and Harry Warren
Photography .....Ernest Palmer
Technicolor director ..... Natalie Kalmus

I'LL BE SEEING YOU (United Artists)

Produced by Dore Schary-Selznick-International Picture. Directed by William Dieterle.



Principal Players

Ginger Rogers — Joseph Cotten
Shirley Temple — Spring Byington
Tom Tully — Chill Wills
Dare Harris — Kenny Bowers

Production Credits

Screenplay by .....Marion Parsonnet
Based on a play by.....Charles Martin
Photography .....Tony Gaudio
Musical score .....Daniele Amfitheatrof

ALONG CAME JONES (RKO Radio-International Pictures)

Produced by Gary Cooper. Directed by Stuart Heisler.
A Cinema Artists Production.



Principals

Gary Cooper — Loretta Young
William Demarest — Dan Duryea
Frank Sully — Russell Simpson
Arthur Loft — Willard Robertson
Don Costello — Ray Teal

Production Credits

Original story by.....Nunnally Johnson
Screenplay by .....Alan LeMay
Photography ..... Milton Krasner

OUR VINES HAVE TENDER GRAPES (Metro-Goldwyn-Mayer)

Produced by Robert Sisk. Directed by Roy Rowland.



Principals

Edward G. Robinson — Margaret O'Brien
James Craig — Frances Gifford
Agnes Moorehead — Morris Carnovsky
Jackie Jenkins — Sara Haden
Greta Granstedt — Dorothy Morris
Arthur Space — Elizabeth Russell
Louis Jean Heydt — Charles Middleton
Arthur Hohl — Francis Pierlot
Johnnie Berkes

Production Credits

Screenplay by.....Dalton Trumbo
Based on the book by....George Victor Martin
Photography .....Robert Surtees

LEADING PRODUCTIONS

TO HAVE AND HAVE NOT (Warner Bros.) A Howard Hawks Production

Executive Producer, Jack L. Warner. Directed by Howard Hawks.



Principal Players

Humphrey Bogart — Walter Brennan
Lauren Bacall — Dolores Moran
Hoagy Carmichael — Walter Molnar
Sheldon Leonard — Marcel Dalio
Walter Sande — Dan Seymour
Aldo Nadi — Paul Marion
Patricia Shay — Pat West

Production Credits

Screenplay by.....Jules Furthman and William Faulkner
From the novel by.....Ernest Hemingway
Director of photography.....Sid Hickox
Special effects by Roy Davidson and Rex Wimpy
Art direction.....Charles Novi
Musical direction.....Leo F. Forbstein
Technical advisor.....Louis Comien

BACK TO BATAAN (RKO Radio)

Associate Producer Theron Warth. Directed by Edward Dmytryk.



Principals

John Wayne — Anthony Quinn
Beulah Bondi — Fely Franquelli
Richard Loo — Philip Ahn
J. Alex Havier — "Ducky" Louie
Lawrence Tierney — Leonard Strong
Paul Fix — Abner Biberman
Vladimir Sokoloff

Production Credits

Screenplay by Ben Barzman and Richard H. Landau
Original story by Aeneas MacKenzie and William Gordon
Photography by ..... Nicholas Musuraca

KEYS OF THE KINGDOM (20th Century-Fox)

Produced by Joseph L. Mankiewicz. Directed by John M. Stahl.



Principal Players

Gregory Peck — Thomas Mitchell
Vincent Price — Rosa Stradner
Roddy McDowall — Edmund Gwenn
Sir Cedric Hardwicke — Jane Ball
Peggy Ann Garner — James Gleason
Anne Revere — Ruth Nelson
Benson Fong — Leonard Strong

Production Credits

Screenplay by.....Joseph L. Mankiewicz and Nunnally Johnson
From the novel by.....A. J. Cronin
Music.....Alfred Newman
Photography.....Arthur Miller
Special effects.....Fred Sersen
Art direction....James Basevi, William Darling

PRINCESS AND THE PIRATE (RKO Radio) Color

Produced by Samuel Goldwyn. Directed by David Butler.



Principals

Bob Hope — Virginia Mayo
Walter Brennan — Walter Slezak
Victor McLaglen — Marc Lawrence
Hugo Haas — Maude Eburne
Adia Kuznetzoff — Brandon Hurst
Tom Kennedy — Stanley Andrews
Robert Warwick

Production Credits

Screenplay by.....Don Hartman, Melville Shavelson, Everett Freeman
Adaptation by.Allen Beretz and Curtis Kenyon
Suggest by a story by.....Sy Bartlett
Photographic direction Victor Milner and William Snyder
Music by.....David Rose

DILLINGER (Monogram)

Produced by Maurice and Franklin King. Directed by Max Nosseck.



Principals

Lawrence Tierney — Edmund Lowe
Anne Jeffreys — Eduardo Ciannelli
Marc Lawrence — Elisha Cook, Jr.
Ralph Lewis — Ludwig Stossel
Else Jannsen — Lou Lubin
Lee "Lasses" White — Constance Worth

Production Credits

Screenplay by.....Philip Yordan
Photography.....Jackson Rose

LEADING PRODUCTIONS

WONDER MAN (RKO Radio) Technicolor

Produced by Samuel Goldwyn. Directed by Bruce Humberstone.



Principals

Danny Kaye	Virginia Mayo
Vera-Ellen	Donald Woods
S. Z. Sakall	Allen Jenkins
Ed Brophy	Steve Cochran
Otto Kruger	Richard Lane
Natalie Schafer	Huntz Hall
Virginia Gilmore	Ed Gargan

Production Credits

Screenplay by.....Don Hartman, Melville Shavelson, Philip Rapp
Adaptation by...Jack Jevne and Eddie Moran
From an original story by...Arthur Sheekman
Photography by Victor Milner and William Snyder
Special photographic effects by....John Fulton
Technicolor director .....Natalie Kalmus
Associate .....Michel Kovaleski
Dances .....John Wray
Musical direction .....Louis Forbes

RHAPSODY IN BLUE (Warner Bros.)

Produced by Jesse L. Lasky. Directed by Irving Rapper.



Principal Players

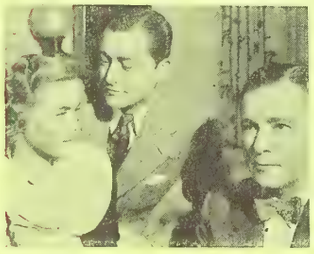
Robert Alda	Joan Leslie
Alexis Smith	Charles Coburn
Julie Bishop	Albert Basserman
Morris Carnovsky	Rosemary DeCamp
Oscar Levant	Paul Whiteman
Al Jolson	George White
Hazel Scott	Anne Brown

Production Credits

Screenplay by...Howard Koch and Elliot Paul
From original story by.....Sonya Levien
Photography .....Sol Polito
Montages by .....James Leicester
Art direction.....John Hughes, Anton Grot
Music by ..... George Gershwin
Musical director .....Leo F. Forbstein

ENCHANTED COTTAGE (RKO Radio)

Produced by Harriet Parsons. Directed by John Cromwell.



Principals

Dorothy McGuire	Robert Young
Herbert Marshall	Mildred Natwick
Spring Byington	Hillary Brooke
Richard Gaines	Alec Englander
Mary Worth	Josephine Whittell
Robert Clarke	Eden Nicholas

Production Credits

Screenplay by.....DeWitt Bedeen and Herman J. Mankiewicz
Based on the play by..Sir Arthur Wing Pinero
Photography .....Ted Tetzlaff
Special effects.....Vernon L. Walker
Music by .....Rob Webb
Musical director .....C. Bakaleinikoff

TONIGHT AND EVERY NIGHT (Columbia) Technicolor

Produced and Directed by Victor Saville.



Principals

Rita Hayworth	Lee Bowman
Janet Blair	Marc Platt
Leslie Brooks	Professor Lamberti
Dusty Anderson	Stephen Crane
Jim Bannon	Florence Bates
Ernest Cossart	Philip Merivale
Patrick O'Moore	Gavin Muir
Shelley Winter	Marilyn Johnson

Production Credits

Screenplay by.....Lesser Samuels and Abem Finkel
Based upon the play by.....Lesley Storm
Photography .....Rudolph Mate
Technicolor director .....Natalie Kalmus
Musical director.....M. W. Stoloff
Dances staged by...Jack Cole and Val Raset

FLAME OF BARBARY COAST (Republic)

Associate Producer-Director, Joseph Kane.



Principals

John Wayne	Ann Dvorak
Joseph Schildkraut	William Frawley
Virginia Grey	Russell Hicks
Jack Norton	Paul Fix
Manart Kippen	Eve Lynne
Marc Lawrence	Butterfly McQueen
Rex Lease	Hank Bell

Production Credits

Original screenplay by.....Borden Chase
Photographed by.....Robert DeGrasse
Musical direction.....Morton Scott
Orchestrations by.....Da'e Butts
Special effects by Howard and Theodore Lydecker

all UPS and no downs

A FEW months ago we said that Universal was highly optimistic—so optimistic that it increased its production budget approximately $10,000,000, and made plans to enlarge its studio with new buildings, new stages, and most important of all it had mobilized some of the best producing, directing, and writing talent in the industry to make pictures at and for the Universal Studios.

Every movie company has its ups and downs, but with the developments of the past several months and with the added insurance that Universal is taking on every picture, as far as production resources are concerned, we feel more certain than ever that the current program for Universal will be marked with all ups—and no downs.

We extend our greetings to our thousands of exhibitor-friends who have actually been a party to Universal's success story. Here's hoping we both continue to entertain the public, to grow and to prosper.

AMONG THE PRODUCERS OF LEADING PICTURES



Sam Zimbalist

Thirty Seconds Over Tokyo
Metro-Goldwyn-Mayer



Pandro S. Berman

National Velvet
Metro-Goldwyn-Mayer



Arthur Freed

Meet Me In St. Louis
Metro-Goldwyn-Mayer



William Perlberg

State Fair
20th Century-Fox



Joe Pasternak

Thrill of a Romance
Metro-Goldwyn-Mayer

Anchors Aweigh
Metro-Goldwyn-Mayer



Robert Buckner

God Is My Co-Pilot
Warner Bros.



Sidney Buckman

A Song to Remember
Columbia



Alex Gottlieb

Hollywood Canteen
Warner Bros.



Joseph Sistrom

Incendiary Blonde
Paramount

Universal proves more and more that properly paced variations of traditional entertainment formulae insure consistently good patronage.

Universal has frequently published its feelings about the necessity of variety in entertainment and has endeavored at all times to make every kind of picture that audiences of all kinds will find entertaining.

DIRECTORS OF LEADING PICTURES



Mervyn LeRoy
Thirty Seconds Over Tokyo
Metro-Goldwyn-Mayer



Clarence Brown
National Velvet
Metro-Goldwyn-Mayer



Vincente Minelli
Meet Me In St. Louis
Metro-Goldwyn-Mayer



Walter Lang
State Fair
20th Century-Fox



Richard Thorpe
Thrill of a Romance
Metro-Goldwyn-Mayer



Robert Florey
God Is My Co-Pilot
Warner Bros.



Charles Vidor
A Song to Remember
Columbia



George Sidney
Anchors Aweigh
Metro-Goldwyn-Mayer



Delmer Daves
Hollywood Canteen
Warner Bros.



George Marshall
Incendiary Blonde
Paramount

Universal is proud of its Newsreel, which, for more than thirty years, has proved that it not only has an enviable record in the collection of News but also in the editing and presentation of it.

Universal proudly salutes the entire Newsreel staff here and abroad who week in and week out resourcefully maintain a fine standard of news coverage which truly makes the Universal Newsreel a matter of public service.

PICTURES ELIGIBLE FOR LEADERS RANKING

Listed below are the pictures which were eligible for ratings as Leaders of 1945. Only films appearing in these lists were included in exhibitor calculations in naming the Leaders. Pictures are listed by companies releasing them, with stars indicating those which received sufficient votes to place them in nomination for Leaders ranking. Pictures indicated by stars must be considered as outstanding, irrespective of whether or not they appear in the list of Leaders groups, since the number of votes necessary to put them in nomination is of such volume as to certify strong performance at a large number of theatres.

COLUMBIA Thirty-Five Pictures

★Adventures of Rusty
A Guy, a Gal & a Pal
★A Song to Remember (Special)
★A Thousand and One Nights
Blonde From Brooklyn
Boston Blackie Booked on Suspicion
Boston Blackie's Rendezvous
Counter-Attack
Crime Doctor's Courage
★Dancing in Manhattan
Eadie Was a Lady
Escape in the Fog
Eve Knew Her Apples
★Fighting Guardsman
Gay Senorita
I Love a Bandleader
I Love a Mystery
★Leave It to Blondie
Let's Go Steady
Mark of the Whistler
Missing Juror
★Over 21
Power of the Whistler
Rhythm Round-Up
Rockin' in the Rockies
Rough, Tough and Ready
★Sergeant Mike
She's a Sweetheart
★Sing Me a Song of Texas
Tahiti Nights
Ten Cents a Dance
★Together Again
★Tonight and Every Night
You Can't Do Without Love
Youth on Trial

METRO-GOLDWYN-MAYER Twenty-Seven Pictures

★Abbott and Costello in Hollywood
★Anchors Aweigh
★Between Two Women
Bewitched
Blonde Fever
★Clock, The
Dangerous Partners
Gentle Annie
★Her Highness and the Bellboy
★Keep Your Powder Dry
★Lost in a Harem
★Main Street After Dark
★Meet Me in St. Louis
★Mrs. Parkington
★Music for Millions
★National Velvet
Nothing But Trouble
★Our Vines Have Tender Grapes
★Picture of Dorian Gray
★Son of Lassie
★Thin Man Goes Home
★Thirty Seconds Over Tokyo
★This Man's Navy
★Thrill of a Romance
Twice Blessed
★Valley of Decision
★Without Love

MONOGRAM Twenty-One Pictures

Adventures of Kitty O'Day
★Alaska
Army Wives
Bowery Champs
★China's Little Devils
Come Out Fighting
Crazy Knights
★Dillinger
Divorce
Docks of New York
Fashion Model
★Forever Yours
G.I. Honeymoon
Jade Mask
Little Devils
Muggs Rides Again
Scarlet Clue
Sensation Hunters
Shanghai Cobra
Sunbonnet Sue
Trouble Chasers

PARAMOUNT Twenty-Eight Pictures

★Affairs of Susan
A Medal for Benny
★And Now Tomorrow
★Bring on the Girls
Dangerous Passage
Dark Mountain
Double Exposure
★Duffy's Tavern
★For Whom the Bell Tolls
★Frenchman's Creek
★Here Come the Waves
High Powered
★I Love a Soldier
★Incendiary Blonde
★Love Letters
Man in Half Moon Street
Midnight Manhunt
Ministry of Fear
Murder, He Says
One Body Too Many
One Exciting Night
Our Hearts Were Young and Gay
Out of This World
★Practically Yours
★Salty O'Rourke
Scared Stiff
The Unseen
You Came Along

PRC Nineteen Pictures

Apology for Murder
Arson Squad
Castle of Crimes
Crime, Inc.
Dangerous Intruder
Fog Island
★Great Mike
Hollywood & Vine
Kid Sister
Lady Confesses
Man Who Walked Alone
Missing Corpse
Out of the Night
Phantom of 42nd St.
Rogue's Gallery
Shadow of Terror
Silver Fleet
Spell of Amy Nugent
Town Went Wild

(*Continued on Page 34*)

UNIVERSAL SALUTES ITS PERSONNEL ALL OVER THE WORLD

Truly, commerce has become global and motion pictures, more than ever, are speaking a language of One World.

Seldom in the rush of things do we take time out to acknowledge the fact that many of our employees are literally scattered to the four points of the compass.

It is with the realization that the remote has become the proximate that Universal salutes its foreign legions and extends to them greetings from all their friends in the home office and the studio.

(Continued from Page 32)

RKO RADIO Thirty-Five Pictures

★Along Came Jones
★Back to Bataan
★Belle of the Yukon
★Betrayal From the East
Body Snatcher
Brighton Strangler
★China Sky
★Enchanted Cottage
Experiment Perilous
Falcon in Hollywood
Falcon in San Francisco
★First Yank Into Tokyo
★George White's Scandals
Girl Rush
Having Wonderful Crime
Isle of the Dead
★It's a Pleasure
★Johnny Angel
Mama Loves Papa
Man Alive
★Murder, My Sweet
★Nevada
Pan Americana
★Princess and the Pirate, The
Radio Stars on Parade
★Spanish Main, The
★Tarzan and the Amazons
Those Endearing Young Charms
★Three Caballeros, The
★Two O'Clock Courage
★Up in Arms
West of the Pecos
★What a Blonde
★Wonder Man
Zombies on Broadway

REPUBLIC Thirty-Six Pictures

A Song for Miss Julie
A Sporting Chance
Behind City Lights
★Bells of Rosarita
★Big Bonanza
Big Showoff
★Brazil
Cheaters, The
Chicago Kid
★Don't Fence Me In
★Earl Carroll Vanities
End of the Road
Faces in the Fog
Fatal Witness
★Flame of Barbary Coast
Gangs of the Waterfront
★Great Flamarion
Grissly's Millions
Hitchhike to Happiness
Identity Unknown
Jealousy
Lake Placid Serenade
★Lights of Old Santa Fe
Love, Honor and Goodbye
★Man From Oklahoma
Phantom Speaks
Road to Alcatraz
Scotland Yard Investigator
Steppin' in Society
★Sunset in El Dorado
Swingin' on a Rainbow
★Tell It to a Star
Three's a Crowd
★Thoroughbreds
★Utah
Vampire's Ghost

20th CENTURY-FOX Twenty-Seven Pictures

★A Bell for Adano
A Royal Scandal
★Billy Rose's Diamond Horseshoe
★Bullfighters
★Captain Eddie
Caribbean Mystery
Circumstantial Evidence
Don Juan Quilligan
★Fighting Lady
Hangover Square
★House on 92nd St.
★Junior Miss
★Keys of the Kingdom
★Laura
Molly and Me
★Nob Hill
★Something for the Boys
★Song of Bernadette
★State Fair
★Sunday Dinner for a Soldier
★Thunderhead
★Tree Grows in Brooklyn
Way Ahead, The
Where Do We Go From Here
★Wilson
★Winged Victory
★Within These Walls

UNITED ARTISTS Seventeen Pictures

Bedside Manner
★Blood on the Sun
★Brewster's Millions
Colonel Blimp
Dark Waters
Delightfully Dangerous
★Great John L. The
Guest in the House
Guest Wife
★I'll Be Seeing You
It's in the Bag
Mr. Emmanuel
Paris-Underground
Southerners, The
★Story of G.I. Joe
★Three Is a Family
Tomorrow the World

UNIVERSAL Forty-Eight Pictures

Beautiful Cheat
Blonde Ransom
★Bowery to Broadway
★Can't Help Singing
Dead Man's Eyes
Destiny
Easy to Look At
★Enter Arsene Lupin
Frozen Ghost
★Frisco Sal
Fugitive
Her Lucky Night
★Here Come the Co-Eds
Hi Beautiful
Honeymoon Ahead
House of Fear
House of Frankenstein
I'll Remember April
I'll Tell the World
★Jungle Captive
Lady on a Train
Men in Her Diary
Mummy's Curse
Murder in the Blue Room
My Gal Loves Music
★Naughty Nineties
Night Club Girl
Night in Paradise
On Stage, Everybody
Patrick the Great
Penthouse Rhythm
Reckless Age
River Gang
★Salome—Where She Danced
See My Lawyer
Senorita From the West
Shady Lady
★She Gets Her Man
★Song of the Sarong
Strange Affair of Uncle Harry
Strange Confession
★Sudan
Suspect
Swing Out Sister
That Night With You
That's the Spirit
Under Western Skies
Woman in Green

WARNER BROS. Nineteen Pictures

Born for Trouble
★Christmas in Connecticut
★Conflict
★Corn Is Green
★Doughgirls
★Escape in the Desert
★God Is My Co-Pilot
★Hollywood Canteen
★Horn Blows at Midnight
★Hotel Berlin
It All Came True
★Mildred Pierce
★Objective Burma
Pillow to Post
★Pride of the Marines
★Rhapsody in Blue
★Roughly Speaking
★To Have and Have Not
★Very Thought of You

JACK H. SKIRBALL-
BRUCE MANNING
PRODUCTIONS

Announce...

MYRNA LOY

DON AMECHE

in

GENIUS IN THE FAMILY

Directed by
FRANK RYAN

Based on the stage success by

OSCAR HAMMERSTEIN, II

and

SIGMUND ROMBERG

SUNNY RIVER

IN TECHNICOLOR

CLAUDETTE COLBERT

DON AMECHE

the co-stars of "Guest Wife"...

together again in a NEW PRODUCTION

TO BE RELEASED BY UNIVERSAL

Leaders Record Reveals Great Films of Past Years

1938

Alexander's Ragtime Band 20th Century-Fox

In Old Chicago 20th Century-Fox

Boys Town Metro-Goldwyn-Mayer

Love Finds Andy Hardy Metro-Goldwyn-Mayer

Test Pilot Metro-Goldwyn-Mayer

The Hurricane United Artists

Snow White and the Seven Dwarfs RKO-Radio

Adventures of Robin Hood Warner Brothers

You Can't Take It With You Columbia

Wells Fargo Paramount

The Adventures of Tom Sawyer United Artists

That Certain Age Universal

Spawn of the North Paramount

Suez 20th Century-Fox

Happy Landing 20th Century-Fox

Four Daughters Warner Brothers

Made About Music Universal

Rebecca of Sunnybrook Farm 20th Century-Fox

Too Hot to Handle Metro-GoldwynMayer

Judge Hardy's Children Metro-GoldwynMayer

Letter of Introduction Universal

Arkansas Traveler Paramount

Navy Blue and Gold Metro-Goldwyn-Mayer

Stablemates Metro-Goldwyn-Mayer

Men With Wings Paramount

1939

Jesse James 20th Century-Fox

Dodge City Warner Brothers

Union Pacific Paramount

Kentucky 20th Century-Fox

Mr. Smith Goes to Washington Columbia

Andy Hardy Gets Spring Fever Metro-Goldwyn-Mayer

Babes in Arms Metro-Goldwyn-Mayer

The Wizard of Oz Metro-Goldwyn-Mayer

Stanley and Livingstone 20th Century-Fox

Goodbye, Mr. Chips Metro-Goldwyn-Mayer

Bachelor Mother RKO-Radio

Out West With the Hardys Metro-Goldwyn-Mayer

Tarzan Finds a Son Metro-Goldwyn-Mayer

The Rains Came 20th Century-Fox

Three Smart Girls Grow Up Universal

The Hardys Ride High Metro-Goldwyn-Mayer

The Adventures of Huckleberry Finn Metro-Goldwyn-Mayer

Only Angles Have Wings Columbia

Rose of Washington Square 20th Century-Fox

Dark Victory Warner Brothers

Gunga Din RKO-Radio

Hollywood Cavalcade 20th Century-Fox

Angels With Dirty Faces Warner Brothers

Young Mr. Lincoln 20th Century-Fox

Stagecoach United Artists

1940

Special Award:
Gone With the Wind Selznick-M-G-M

Boom Town Metro-Goldwyn-Mayer

Swanee River . . 20th Century-Fox

Northwest Passage Metro-Goldwyn-Mayer

The Return of Frank James **20th Century-Fox**

Rebecca United Artists

Strike Up the Band Metro-Goldwyn-Mayer

The Grapes of Wrath 20th Century-Fox

Andy Hardy Meets Debutante Metro-Goldwyn-Mayer

The Fighting 69th Warner Brothers

Road to Singapore Paramount

Drums Along the Mohawk Metro-Goldwyn-Mayer

Knute Rockne—All American Warner Brothers

Virginia City Warner Brothers

Buck Benny Rides Again Paramount

Edison, the Man Metro-Goldwyn-Mayer

Down Argentine Way 20th Century-Fox

Young Tom Edison Metro-Goldwyn-Mayer

They Drive By Night Warner Brothers

Judge Hardy and Son Metro-Goldwyn-Mayer

Maryland 20th Century-Fox

Brigham Young—Frontiersman 20th- Century-Fox

All This, and Heaven Too Warner Brothers

Pinocchio RKO-Radio

My Favorite Wife RKO-Radio

Destry Rides Again Universal

1941

Men of Boys Town Metro-Goldwyn-Mayer

Buck Privates Universal

Caught in the Draft Paramount

The Shepherd of the Hills Paramount

North West Mounted Police Paramount

Sergeant York Warner Bros.

In the Navy Universal

Virginia Paramount

Honky Tonk Metro-Goldwyn-Mayer

The Philadelphia Story Metro-Goldwyn-Mayer

Hold That Ghost Universal

A Yank in the R A F 20th Century-Fox

Blossoms in the Dust Metro-Goldwyn-Mayer

Moon Over Miami 20th Century-Fox

Sun Valley Serenade 20th Century-Fox

Andy Hardy's Private Secretary Metro-Goldwyn-Mayer

Billy the Kid Metro-Goldwyn-Mayer

The Strawberry Blonde Warner Bros.

Kitty Foyle RKO-Radio

The Great Dictator United Artists

life Begins for Andy Hardy Metro-Goldwyn-Mayer

Dive Bomber Warner Bros.

I Wanted Wings Paramount

Penny Serenade Columbia

Tin Pan Alley 20th Century-Fox

1942

Mrs. Miniver Metro-Goldwyn-Mayer

How Green Was My Valley 20th Century-Fox

To the Shores of Tripoli 20th Century-Fox

Look's Who Laughing RKO-Radio

Reap the Wild Wind Paramount

The Fleet's In Paramount

Pardon My Sarong Universal

Keep 'Em Flying Universal

Holiday Inn Paramount

One Foot in Heaven Warner Bros.

Ride 'Em Cowboy Universal

Kings Row Warner Bros.

Captain of the Clouds Warner Bros.

Babes on Broadway Metro-Goldwyn-Mayer

Rio Rita Metro-Goldwyn-Mayer

Wake Island Paramount

Eagle Squardon Universal

My Sister Eileen Columbia

The Bashful Bachelor RKO-Radio

Remember Pearl Harbor Republic

Somewhere I'll Find You Metro-Goldwyn-Mayer

Beyond the Blue Horizon Paramount

Song of the Islands 20th Century-Fox

Louisiana Purchase Paramount

My Gal Sal 20th Century-Fox

1943

Special Award:
This Is the Army Warner Bros.

Random Harvest Metro-Goldwyn-Mayer

Yankee Doodle Dandy Warner Bros.

Hitler's Children RKO-Radio

My Friend Flicka 20th Century-Fox

Stage Door Canteen United Artists

Hello, Frisco, Hello 20th Century-Fox

Star Spangled Rhythm Paramount

Coney Island 20th Century-Fox

So Proudly We Hail Paramount

For Me and My Gal Metro-Goldwyn-Mayer

Springtime in the Rockies 20th Century-Fox

Pride of the Yankees RKO-Radio

The Road to Morocco Paramount

Hit the Ice Universal

The Human Comedy Metro-Goldwyn-Mayer

The More the Merrier Columbia

Crash Dive 20th Century-Fox

Dixie Paramount

Bataan Metro-Goldwyn-Mayer

Air Force Warner Bros.

It Ain't Hay Universal

Casablanca Warner Bros.

Who Done It? Universal

Salute to the Marines Metro-Goldwyn-Mayer

The Major and the Minor Paramount

1944

Special Award:
For Whom the Bell Tolls Paramount

Special Award:
Wilson 20th Century-Fox

Special Award:
Song of Bernadette 20th Century-Fox

Going My Way Paramount

Since You Went Away United Artists

A Guy Named Joe Metro-Goldwyn-Mayer

Story of Dr. Wassell Paramount

White Cliffs of Dover Metro-Goldwyn-Mayer

See Here, Private Hargrove Metro-Goldwyn-Mayer

Miracle of Morgan's Creek Paramount

Cover Girl Columbia

Home in Indiana 20th Century-Fox

Destination Tokyo Warners Bros.

Madame Curie Metro-Goldwyn-Mayer

Thousands Cheer Metro-Goldwyn-Mayer

Lady in the Dark Paramount

Two Girls and a Sailor Metro-Goldwyn-Mayer

Up in Arms RKO-Radio

Arsenic and Old Lace Warner Bros.

Pin Up Girl 20th Century-Fox

Bathing Beauty Metro-Goldwyn-Mayer

Shine on Harvest Moon Warner Bros.

Guadalcanal Diary 20th Century-Fox

Old Acquaintance Warner Bros.

Dragon Seed Metro-Goldwyn-Mayer

In Society Universal

Fighting Seabees Republic

Casanova Brown RKO-Radio



a FRITZ LANG Production

EDWARD G. ROBINSON • JOAN BENNETT

Scarlet Street

A DIANA PRODUCTION

with DAN DURYEA

Jess Barker • Margaret Lindsay • Rosalind Ivan • Samuel S. Hinds

Screenplay by DUDLEY NICHOLS • Based on the novel "LaChienne"

Art Direction by Alexander Golitzen

Produced and Directed by FRITZ LANG

Complete

MERLE OBERON • TURHAN BEY

Night in Paradise

in TECHNICOLOR

with Thomas Gomez • Gale Sondergaard • Ray Collins
Ernest Truex • George Dolenz • Jerome Cowan

Screenplay by Ernest Pascal • Adaptation by Emmet Lavery
From the Novel "Peacock's Feather" by George S. Hellman

Directed by ARTHUR LUBIN • Associate Producer, Alexander Golitzen

Complete

DANA ANDREWS • BRIAN DONLEVY

Canyon Passage

in TECHNICOLOR

with SUSAN HAYWARD • PATRICIA ROC

Andy Devine • Hoagy Carmichael • Fay Holden • Rose Hobart
Lloyd Bridges • Ray Collins • Ward Bond • Dorothy Peterson
Victor Cutler • Tad Devine • Denny Devine

Screenplay by Ernest Pascal

Adapted from the Sat. Evening Post Story, "Canyon Passage," by Ernest Haycox

Directed by JACQUES TOURNEUR

Filming

Released through

UNIVERSAL PICTURES COMPANY, INC.

LEADING SHORT SUBJECTS

1. BUGS BUNNY CARTOONS
2. COLOR CARTOONS
3. WALT DISNEY CARTOONS
4. PETE SMITH SPECIALTIES
5. THIS IS AMERICA
6. THREE STOOGES COMEDIES
7. SPEAKING OF ANIMALS
8. GEORGE PAL PUPPETOONS
9. THE MARCH OF TIME
10. MUSICAL PARADES



Bugs Bunny in Topmost Position for Second Time as Cartoons, Comedies Lead Topical and Musical Reels as Public Favorites

Whatever influence the war had on public tastes, that influence did not extend to short subject cartoons. For during the past five years in the Leaders of the Motion Picture Industry Poll, cartoons have remained at the topmost position, with scarcely any threat of being toppled from their lofty pinnacle.

And the animated "personality" apparently glued to the upper strata of popular society is Warners' Bugs Bunny who, having officially ascended the throne in 1944 (he was really on top in 1943, but because he had not attained "star" status, his series of Merrie Melodies received the high honor) is still sitting up there in 1945, his ears cockily aloft and his mouth champing carrots enthusiastically, pausing only to ask, "What's up, Doc?"

"Well, Bugs, if you really want to know, it appears that your top position is reasonably secure, provided you keep right on being the smart, wise-cracking hare who shattered cartoon tradition by turning the public's favor from the kindly, overrun, down-trodden, sympathetic cartoon character to a smart-aleck like yourself."

That the war years *did* have their influence on shorts, even though cartoons escaped, can be easily proved by looking back over the Leaders results since 1940. Brushing aside first place temporarily, since we know that cartoons held that position (Walt Disney Cartoons (RKO) in 1940, 1941 and 1942; Merrie Melodies in 1943, and Bugs Bunny from then on), it is interesting to note that with war already having begun in Europe, and the United States almost on the brink, the topical March of Time took second place in 1940, retaining that position in 1941 when the United States was attacked by Japan at Pearl Harbor.

During those years other types of subjects, such as comedies, musicals, etc., were a little farther down the ladder of the Leaders ten best; but as the war got under way and the years passed, the other types began to move slowly upward while the topical reel, still ranking high in public favor, began to descend slowly as the war years rolled on and eventual peace loomed.

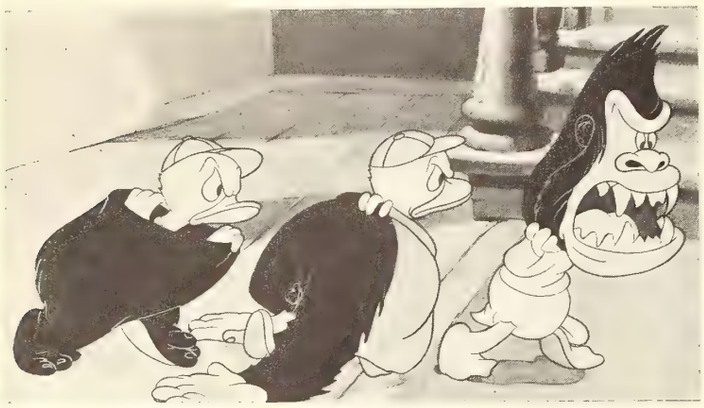
For example, in 1942, The March of Time, which had held second place the two previous years, finished fourth in the short subject race, retaining this same position in 1943 and 1944. Thus, while this 20th Century-Fox release still held potent appeal for those who wanted to keep pace with current wartime events, there was still sufficient "escape" desire on the part of the public to make cartoons the leading type of favorite short subject. So that, when The March of Time dropped a rung or two down the ladder, there was a cartoon series to take its place. Beginning in 1943, the Walt Disney cartoons

(Continued on Following Page)

1945's LEADING SHORT SUBJECTS



COLOR CARTOONS (MGM)



WALT DISNEY CARTOONS (RKO Radio)



PETE SMITH SPECIALTIES (MGM)



THIS IS AMERICA (RKO Radio)

(Continued from Preceding Page)

dropped to second place, with Merrie Melodies (in 1943 only) and Bugs Bunny taking the watchtower position from that time on. Nevertheless, since 1942, regardless of changes in cartoon favorites, cartoons have held the two top positions in short subject series supremacy.

With World War II ending in 1945, cartoons took a stronger position than ever, managing to cop the three top rungs of the popularity ladder for themselves. For in third place to Bugs Bunny and MGM's Color Cartoons were the Walt Disney series. Not since 1940 when, with war clouds hovering over the United States, cartoons held top spot, has this type of short subject attained such public favor as in 1945.

Back in 1940, too, such series as MGM's Crime Does Not Pay, Warners' American Cavalcades and MGM's Pete Smith Specialties were on the upper-half of the ten-rung popularity ladder. In the years that followed, the "Crimes" went down, the "Cavalcades" dropped out and the "Pete Smiths" see-sawed back and forth, dropping as far as eighth place in 1942 and 1943 when the war was at its height. But while the American people have been too concerned with the war at that time to evince a very strong interest in the Smith reels, it is interesting to note that now, with the conflict over, the inimitable Pete is back again in fourth place.

Poll Results Show Definite Peacetime Trend

If anything, the 1945 Leaders of the Motion Picture Industry poll shows a definite peacetime trend—not only to cartoons, which seem to hold favor come war, peace or famine—but also toward comedies and musicals, with newsreels staking a claim between the two. Just five years ago newsreels, musicals, comedies and dramatic shorts followed cartoons in that order as the preferred types of short subjects. In the 1945 poll, comedies jumped from fourth to second place, newsreels fell from second to third, musicals came up from fourth to third, and the dramatic reels remained in fifth position.

Since 1943, when exhibitors' votes placed RKO-Pathe's This Is America series in fifth place in the Leaders short subject poll, that series has continued to hold its same position, a notable record when one considers that the transition from war to peace has brought about so many other changes. The This Is America producers have wisely chosen their subject matter with care, have prepared it with an eye to public appeal, and have timed its release to coincide with the subject's high place in public interest. With the maintenance of this same care and diligence in future production, it is safe to assume that This Is America, while perhaps veering back and forth from

its present position in the years to come, will nevertheless remain a favorite short subject series far into the future.

Columbia's Three Stooges, whose knockdown, drag-out, slapstick antics have been convulsing audiences for nearly a decade, continue to maintain a worthwhile rating in the Leaders short subject poll. From seventh place in 1940, the three buffoons fell a notch (1941), went up six notches to third place (1942), dropped back to sixth place (1943), fell by the wayside (1944) and then re-entered the list with a bang in 1945, copping once again the sixth position they lost to Paramount's Musical Parades in 1944.

Such a record can prove only one thing: that regardless of the raised eyebrows and the expressions of complete aloofness from such slapstick vulgarity on the part of critics and sophisticates, the Three Stooges are highly esteemed by the men, women and children who lay their cash on the box-office line from one end of the country to the other. And that, in the long run, is what counts when the exhibitor is planning programs that will please his patrons.

Paramount's Speaking of Animals was a seventh-place winner in 1942, then dropped completely out of the short subject running until 1945, when the series again came back in exactly the same position. To account for the subjects' absence from the Leaders poll ratings during 1943-44 is to surmise that, as stated before, the public was too war-weary for other than cartoons, topical reels and out-and-out comedies. Despite the fact that the series was nosed out by other series whose votes, the tally sheet showed, were more numerous, one has only to enter a theatre where a Speaking of Animals short is being shown to get an idea of the convulsively laugh-provoking qualities of the series. Now that exhibitors' votes have reinstated them in the top ten of the Leaders short subject poll, we can look forward to having them there in the years to come.

Slowly But Surely Pushing Their Way Up

One is reminded of the fable about the tortoise and the hare when studying the position of George Pal's Puppetoons, a new form of animation which assumed Leaders calibre in 1942 when they placed ninth in the poll that year. In 1943 they barely managed to remain in the top ten by finishing up in tenth place after the votes had been tallied. The following year (1944), for one of those reasons one can only conjecture upon, they dropped out of the running. Now, in the 1945 poll, they are back again, this time in eighth place. Like the tortoise who plods slowly along while the hare whizzes past, the George Pal Puppetoons are slowly but surely pushing their way up the popularity ladder.

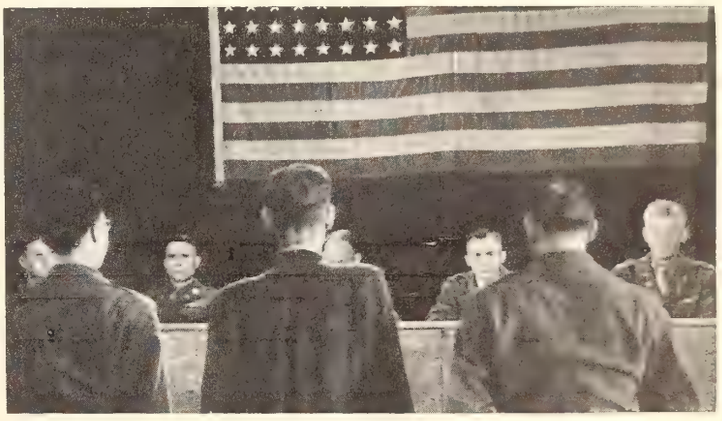
From fourth place in 1944, the March of Time dropped to the ninth rung of the ladder in 1945, placing just ahead of Paramount's two-reel Musical Parades. The peacetime trend to "escape" shorts might explain the March of Time drop, but the descent of the Musical Parades from sixth place in 1944 to tenth in 1945 is attributable not only to the decline of musicals as favorite types of short subjects but also to the fact that, with the double-feature policy still as prevalent as ever, few theatres have the time on their programs to permit a 20-minute subject. That the Musical Parades have a place in the top ten, despite this drawback, is a tribute to their outstanding production values, not the least of which is Technicolor, outstanding entertainment artists, well-contrived plots and good direction.



THREE STOOGES COMEDIES (Columbia)



GEORGE PAL PUPPETOONS (Paramount)



THE MARCH OF TIME (20th-Fox)



MUSICAL PARADES (Paramount)

☆ COMING SOON FROM PRC

ALL FRANCE BLUSHED AT HER DARING... MEN TREMBLED BEFORE HER RAPIER!

ALEXANDRE DUMAS' Breath-taking Romance

FILMED FOR THE FIRST TIME!

THE WIFE OF MONTE CRISTO



starring

JOHN LODER
LENORE AUBERT

with CHARLES DINGLE · FRITZ KORTNER · EDUARDO CIANELLI
MARTIN KOSLECK · FRITZ FELD · EVA GABOR

Directed by Edgar G. Ulmer

BACKED BY A NATIONAL ADVERTISING CAMPAIGN
Full Page Ads to Reach over 20,000,000 Readers

and RECORDS ARE BEING MADE WITH PRC'S

THE Enchanted Forest

PRC

LEADING STARS

In connection with this presentation of the results of the national poll wherein were determined the Leading stars as reported here, it is quite worth while to call attention to a very salient fact, and that is the general importance to the industry of the actors and actresses who prove, at the box-offices of the country's theatres, that they have earned the favor and approval of the majority of motion picture patrons.

These players, then, are the artists and personalities to whom the industry turns when it seeks a representative to speak for it—in terms of entertainment—from the screens of the theatres. It is only fitting, as well as good business, for the industry to take stock of its personalities in order that merit may be recognized and proper tribute paid to the distinguished Leaders of filmdom's star galaxy.

The naming of the Leaders in this poll is done wholly as a "write in" vote by exhibitors who consult the box-office records of their theatres for the candidates they nominate for Leader distinction.

Here then, are the stars that the theatremen name as the greatest drawing attractions of the 1944-1945 season as determined by a national poll conducted by Showmen's Trade Review.

Actresses:

GREER GARSON
JUDY GARLAND
BETTY GRABLE
BETTY HUTTON
MARGARET O'BRIEN

Actors:

VAN JOHNSON
BING CROSBY
SPENCER TRACY
GARY COOPER
ROY ROGERS

LEADING STARS



Greer Garson

1944-1945 Releases

Mrs. Parkington	**MGM**
The Valley of Decision	**MGM**

Forthcoming Release

Adventure	**MGM**

LEADING STARS



Van Johnson

1944-1945 Releases	
Between Two Women	**MGM**
Thirty Seconds Over Tokyo	**MGM**
Thrill of a Romance	**MGM**
Current Release	
Weekend at the Waldorf	**MGM**
Forthcoming Releases	
Early to Wed	**MGM**
No Leave, No Love	**MGM**

LEADING STARS



Judy Garland

1944-1945 Releases	
Meet Me in St. Louis	**MGM**
The Clock	**MGM**
Forthcoming Releases	
The Harvey Girls	**MGM**
The Great Ziegfeld	**MGM**
Till the Clouds Roll By	**MGM**

LEADING STARS



Bing Crosby

1944-1945 Releases	
Here Come the Waves	**Paramount**
Duffy's Tavern	**Paramount**
Current Release	
The Bells of St. Mary's	**RKO Radio**
Forthcoming Releases	
Blue Skies	**Paramount**
The Road to Utopia	**Paramount**

LEADING STARS



Betty Grable

1944-1945 Release

Billy Rose's Diamond Horseshoe — **20th-Fox**

Current Release

The Dolly Sisters — **20th-Fox**

LEADING STARS



Spencer Tracy

1944-1945 Releases

Without Love	**MGM**
Thirty Seconds Over Tokyo	**MGM**

LEADING STARS



Betty Hutton

1944-1945 Releases

Here Come the Waves	**Paramount**
Incendiary Blonde	**Paramount**

Current Release

The Stork Club	**Paramount**

Forthcoming Release

Cross My Heart	**Paramount**

LEADING STARS



Gary Cooper

1944-1945 Releases

For Whom the Bell Tolls	**Paramount**
Along Came Jones	**RKO Radio**

Current Release

Saratoga Trunk	**Warner Bros.**

LEADING STARS



Margaret O'Brien

1944-1945 Releases

Meet Me in St. Louis	**MGM**
Music for Millions	**MGM**
Our Vines Have Tender Grapes	**MGM**

Forthcoming Releases

Bad Bascomb	**MGM**
Three Wise Fools	**MGM**

LEADING STARS



Roy Rogers

1944-1945 Releases

Lights of Old Santa Fe	**Republic**
Hollywood Canteen	**Warner Bros.**
Lake Placid Serenade	**Republic**
Utah	**Republic**
Bells of Rosarita	**Republic**
Don't Fence Me In	**Republic**
Man From Oklahoma	**Republic**
Sunset in El Dorado	**Republic**

Current Releases

Along the Navajo Trail	**Republic**
Song of Arizona	**Republic**

WESTERN STARS

ROY ROGERS — JOHNNY MACK BROWN
BILL ELLIOTT — SUNSET CARSON
GENE AUTRY — SMILEY BURNETTE
BILL BOYD — JIMMY WAKELY
CHARLES STARRETT — KIRBY GRANT
BUSTER CRABBE



Roy Rogers

Republic's famous "King of the Cowboys" reaffirms his eminence as one of the all-time outstanding personalities of the screen by capturing for the third consecutive year the laurels as Number One box-office attraction in the western star class. At the same time Roy Rogers ranks again this year, for the third successive year, as one of the top ten box-office stars.



Bill Elliott

Progress to top-flight ranking as a western star has been made steadily over a period of several years by the gifted, magnetic Wild Bill Elliott who this year comes into the spotlight as runner-up for first position among the cowboy personalities. It is a class in which competition is, always has been, very keen, and to win such honors as Elliott carries off this year in the Leaders competition requires outstanding talent and acting skill.



Gene Autry
Republic



William Boyd



Charles Starrett
Columbia



Johnny Back Brown
Monogram



Sunset Carson
Republic



Smiley Burnette
Columbia



Jimmy Wakely
Monogram



Kirby Grant
Universal



Buster Crabbe
PRC

LEADING NEW STARS



Gregory Peck

1944-1945 Releases: Keys of the Kingdom (20th-Fox), The Valley of Decision (MGM). Current Release: Spellbound (Selznick-UA.). Forthcoming Releases: Duel in the Sun, Selznick; The Yearling (MGM).



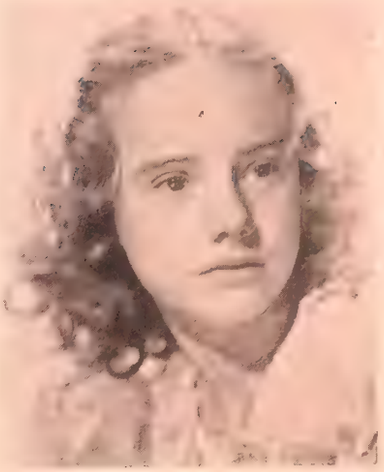
Lauren Bacall Warner Bros.

1944-1945 Releases: To Have And Have Not, Confidential Agent. Forthcoming Release: The Big Sleep.



Elizabeth Taylor MGM

1944-1945 Release: National Velvet. Forthcoming Release, Hold High the Torch.



Peggy Ann Garner 20th-Fox

1944-1945 Releases: Nob Hill, Keys of the Kingdom, A Tree Grows in Brooklyn, Junior Miss.



Lizabeth Scott Paramount

1944-1945 Release: You Came Along. Forthcoming Release: Strange Love.



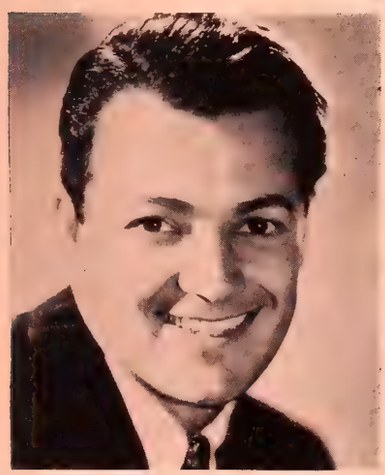
Yvonne De Carlo Universal

1944-1945 Releases: Salome, Where She Danced. Current Release: Frontier Gal.



Dane Clark Warner Bros.

1944-1945 Releases: Hollywood Canteen, The Very Thought of You, God Is My Co-Pilot, Pride of the Marines. Forthcoming Releases: Her Kind of Man, Stolen Life.



Cornel Wilde 20th-Fox

1944-1945 Releases: A Song to Remember (Columbia), A Thousand and One Nights (Columbia). Current Release: Leave Her to Heaven (20th-Fox). Forthcoming Release: Bandit of Sherwood Forest (Columbia).



Tom Drake MGM

1944-1945 Releases: Meet Me in St. Louis, Mrs. Parkington, This Man's Navy. Forthcoming Releases: Hold High The Torch, Green Years.



Don DeFore Paramount

1944-1945 Releases: Thirty Seconds Over Tokyo (MGM), Affairs of Susan, You Came Along, Stork Club.

STAR CHARACTER ACTORS



BARRY FITZGERALD

Paramount



CHARLES COBURN ***Columbia***



SYDNEY GREENSTREET ***Warner Bros.***

My Sincere Thanks to Many Exhibitor Friends—



GARY COOPER

GARY COOPER PRODUCTIONS

Recent Releases

"SARATOGA TRUNK"
(Warner Bros.)

"ALONG CAME JONES"
(International)

"FOR WHOM THE BELL TOLLS"
(Paramount)

"CASANOVA BROWN"
(International)

"STORY OF DR. WASSEL"
(deMille-Paramount)



THE LOVE STORY tha
will live with you . . . today
tomorrow and forever!

International Pictures

presents

Claudette

COLBERT

IN THI

TOMORROW

with LUCILE WATSON
RICHARD LONG
NATALIE WOOD

"GOOD ENTERTAINMENT
IS INTERNATIONAL"



Orson *George*

WELLES · BRENT

REAT DRAMA OF OUR TIME

S FOREVER

Directed by IRVING PICHEL

Ladies Home Journal Story and People's Book Club
Novel by GWEN BRISTOW · Screenplay by LENORE COFFEE
Music by MAX STEINER · Produced by DAVID LEWIS
AN INTERNATIONAL PICTURE
Released through RKO-RADIO PICTURES

"GOOD ENTERTAINMENT IS INTERNATIONAL"

NUNNALLY JOHNSON

Producer-Writer

INTERNATIONAL PICTURES

1946 Productions—

"THE DARK MIRROR"

"CASE for MRS. NASH"

1944-45 Releases:—

"WOMAN in the WINDOW"

"CASANOVA BROWN"

and

"ALONG CAME JONES"
(Screenplay)

NALYSIS OF VOTES FOR LEADING STARS

Leading Actresses

		Ranking in Previous Years					
tar	Points	1944	1943	1942	1941	1940	1939
reer Garson	5439	2	2	3	Honor Group	—	—
dy Garland	3360	9	3	4	1	3	10
tty Grable	2982	1	1	1	5	Honorable Mention	—
tty Hutton	1806	Honor Group	New Stars	—	—	—	—
argaret O'Brien	1470	—	—	—	—	—	—

Leading Actors

		Ranking in Previous Years					
tar	Points	1944	1943	1942	1941	1940	1939
an Johnson	6909	8	—	—	—	—	—
ing Crosby	5318	1	5	Honor Group	Honor Group	Honor Group	Honorable Mention
pencer Tracy	2604	2	Honor Group	8	3	2	3
ary Cooper	2121	3	7	3	7	Honorable Mention	10
oy Rogers	1659	4	10	(2-Western Star)	(3-Western Star)	(3-Western Star)	(3-Western Star)

Honor Group

ngrid Bergman
Claudette Colbert
Abbott & Costello
Dennis Morgan
Walter Pidgeon
Bob Hope
Bette Davis
Humphrey Bogart
Ginger Rogers
Allan Ladd
John Wayne
Barbara Stanwyck
Lana Turner
Sonja Henie
Mickey Rooney
Irene Dunne
Dorothy Lamour
Joseph Cotten
Jennifer Jones
Joan Davis
Danny Kaye
Fred MacMurray
Wallace Beery
Esther Williams
Rosalind Russell
Robert Walker
Deanna Durbin
Alice Faye
Dana Andrews
June Haver
Gene Kelly
Jeanne Crain
Eddie Bracken
Joan Fontaine
Joan Leslie
Cary Grant
Maria Montez
June Allyson
John Payne
Joan Crawford
George Raft
Kathryn Grayson
Joseph Schildkraut
Lorraine Day
John Hodiak
Ruth Terry
James Cagney
Gene Tierney
Errol Flynn
Shirley Temple
Jack Carson
Anne Baxter
Frank Sinatra
Joan Bennett
Ralph Bellamy
Vivian Blaine

Western Stars

1. Roy Rogers
2. Wild Bill Elliott
3. Gene Autry
4. Bill Boyd
5. Charles Starrett
6. Johnny Mack Brown
7. Sunset Carson
8. Smiley Burnette
9. Jimmy Wakely
10. Buster Crabbe

Honorable Mention

The following stars and featured players, listed in the order of number of points scored, received 75 or more votes.

William Powell, George Murphy, Rita Hayworth, Donald O'Connor, Don Ameche, John Garfield, Dick Haymes
Peggy Ryan, Dale Evans, Basil Rathbone, Teresa Wright, Ann Sothern, Merle Oberon, Vera Hruba Ralston
Eddie Cantor, Sonny Tufts, Phyllis Thaxter, Robert Young, Dana Clark, Charles Boyer, Roddy McDowall
Veronica Lake, Zachary Scott, Lon McAllister, Maureen O'Hara, Ann Miller, Marilyn Maxwell

LEADING STARS

THE RECORD OF ACTRESSES AND ACTORS WHO HAVE WON THE TRIBUTE OF EXHIBITORS FOR OUTSTANDING PERFORMANCE AT THE BOX-OFFICE IN PAST YEARS

1944

ACTORS	ACTRESSES
Bing Crosby	Betty Grable
Gary Cooper	Greer Garson
Spencer Tracy	Bette Davis
Roy Rogers	Ginger Rogers
Cary Grant	Irene Dunne

WESTERN: Roy Rogers, William Boyd, Gene Autry, Bill Elliott, Charles Starrett, Don "Red" Barry, Johnny Mack Brown, Smiley Burnette, Buster Crabbe, Russell Hayden, Tex Ritter.

1943

ACTORS	ACTRESSES
Abbott and Costello	Betty Grable
Bob Hope	Greer Garson
Mickey Rooney	Judy Garland
James Cagney	Alice Faye
Bing Crosby	Dorothy Lamour

WESTERN: Roy Rogers, William Boyd, Gene Autry, Bill Elliott, Charles Starrett, Don "Red" Barry, Tim Holt, Johnny Mack Brown, Three Mesquiteers, Tex Ritter.

1942

ACTORS	ACTRESSES
Abbott & Costello	Betty Grable
Clark Gable	Dorothy Lamour
Gary Cooper	Greer Garson
Mickey Rooney	Judy Garland
Bob Hope	Bette Davis

WESTERN: Gene Autry, Roy Rogers, Bill Boyd, Charles Starrett, Bill Elliott, Buck Jones, Three Mesquiteers, Johnny Mack Brown, Tim Holt, Don "Red" Barry.

1941

ACTORS	ACTRESSES
Mickey Rooney	Judy Garland
Clark Gable	Dorothy Lamour
Spencer Tracy	Bette Davis
Gene Autry	Alice Faye
Abbott & Costello	Betty Grable

WESTERN: Gene Autry, Bill Boyd, Roy Rogers, Charles Starrett, Johnny Mack Brown, Bill Elliott, Tim Holt, Three Mesquiteers, Bob Steele, Range Busters.

1940

ACTORS	ACTRESSES
Mickey Rooney	Myrna Loy
Spencer Tracy	Alice Faye
Clark Gable	Judy Garland
Tyrone Power	Bette Davis
James Cagney	Dorothy Lamour

WESTERN: Gene Autry, Bill Boyd, Roy Rogers, Three Mesquiteers, Charles Starrett, George O'Brien, Johnny Mack Brown, Tex Ritter, Bill Elliott, Bob Steele.

1939

ACTORS	ACTRESSES
Mickey Rooney	Alice Faye
Tyrone Power	Myrna Loy
Spencer Tracy	Bette Davis
Clark Gable	Shirley Temple
James Cagney	Sonja Henie

WESTERN: Gene Autry, Bill Boyd, Roy Rogers, Three Mesquiteers, George O'Brien, Charles Starrett, Tex Ritter, Bill Elliott, Buck Jones, Bob Steele.

The Boxoffice Picture of 1945-46!

DAVID O. SELZNICK

presents

INGRID BERGMAN
GREGORY PECK

in

ALFRED HITCHCOCK'S

SPELLBOUND

Screenplay by Ben Hecht • Released thru United Artists

Directed by Alfred Hitchcock

A SELZNICK INTERNATIONAL PICTURE

DAVE FLEISCHER

and

PETER TINTURIN

Producers
of

"HEAVEN ONLY KNOWS"



ADVANCED PICTURES CORPORATION

HAROLD A. BAKER, *President*

"Advanced Pictures For Advanced Entertainment"

THE LEADERS SURVEY

Strong Backing for Peacetime Successor to WAC; Overseating Threat Seen If Heavy New Competition Enters Smaller Situations; War Has Not Changed American Filmgoers' Apathy Toward Foreign Films, Exhibitors Say

An overwhelming majority of the exhibitors of the country favor creation of an organization to carry on in peace times some of the activities which were performed by the theatre division of the War Activities Committee; British producers face the necessity of building up demand for their pictures via a consistent flow of popular-type product if there is to be any increase in screen time for their films in American theatres; practically all new theatre building outside the metropolitan areas will have to replace existing theatres or result in a serious over-seating situation in such locations—these are some of the factors developed in the annual poll of exhibitors conducted by Showmen's Trade Review in connection with the publication of Leaders of the Motion Picture Industry.

From the end of the war in the Pacific up to the pre-holiday season of 1945, there was little noticeable change in general theatre conditions from those which obtained during the war years of terrifically increased attendance, tremendous extension of the playing time of top-grade product in the key run and first run situations and consequent shrinkage of picture availabilities.

Regarding this latter point of a cut in the amount of product which was available to exhibitors before the war, one of the questions which elicited the highest percentage of positive reply in the Leaders Poll was that concerning the value of re-issues to bulk out the available attractions for theatres which must make more than one change of program per week.

Some of the big pictures of the past came back to the theatres this year to register very handsome grosses—in many instances even bigger grosses than the pictures ran up when they played the same theatres as original releases.

Re-Issues Help in Emergency

However, importantly as the re-issues figured last season in helping the situations which were starved for product, only 55 per cent of these theatres found the older pictures adequate as substitutes for new features; the other 45 per cent declaring that attendance dropped off from normal with each re-issue attraction.

The pictures which won top place as the most successful re-issues last season were "The Call of the Wild," the Clark Gable starring vehicle of the early thirties, which 20th-Fox re-issued this past season; and Paramount's re-issue of the C. B. DeMille Technicolor action picture "Northwest Mounted."

The experience at the community and neighborhood theatres during these years of heavy general attendance and diminished flow of product should serve as a final and convincing answer to those producers of the high-bracket films who continually agitate for a policy of "fewer and better" pictures. The exhibitors in the smaller situations will go along with those producers all the way on a policy of "better" films, but they very easily can prove that, no matter how big the attraction, there is no possibility of pictures playing their theatre more than half a week, for the very good reason that potential patronage is completely exhausted—down to the last possible admission—after three days run at their theatres. Consequently, they cannot get along on "fewer" pictures.

While on the subject of the later-run situations, it is worth noting that our survey indicates that while less than 20 per cent of such situations have shown any increase in attendance since the end of the war, 79 per cent are paying higher rentals for current product, the increases over rentals for the same grade of pictures in the previous season ranging from 10 to 25 per cent, according to the exhibitors in the small, subsequent run situations.

Say Percentage Is One-Way Partnership

These exhibitors, also, are the chief sufferers from the growing percentage demands of the distributors. The very logical claim that percentage arrangements are fair since they permit the theatre owner to realize a profit on his showing, comes a cropper, these smaller exhibitors continue to point out, when the amount of the return is balanced against the very inadequate returns on the less popular attractions. Their claim is that percentage that would go down the line from top to bottom, with a consistent profit on all engagements considered as the basis of film deals between the distributor and the producer, would be necessary in order to justify the percentage argument. However, they point out, there is no "partnership" between the distributor and the exhibitor on those bookings or engagements of the flat rental weaker films, with the theatre taking the loss. They argue that the exhibitor must have that extra profit from a big attraction to offset his meager return, or losses, on the in-between-big-attraction bookings. For years this has been the issue which has created that gulf which exists between seller and buyer in the industry. It is as active, as potent an ingredient of intra-industry turmoil today as at any time in this history of the business, as indicated so forceably by our survey this year. That is the reason why 63 per cent, according to our survey, of the small operators would rather pay a top flat rental than make a percentage deal.

The vast majority of exhibitors in the country are convinced that there is danger of a serious over-seating situation should there be heavy new theatre construction projected on the basis of competition with existing theatres rather than as a replacement for older, outmoded buildings. According to these indicators there is little need for increase of theatre population, so

(*Continued on Page 68*)

THE LEADERS SURVEY

(*Continued from Page 67*)

to say. The number of theatres regularly in commercial operation over the country has remained static for many years. Apparently the exhibitors feel that it should so remain for many more years. Shifting population, of course, has opened up many situations in which the present seating is inadequate, or at least where there is opportunity for healthy competition based on a potential market.

Ready, Eager and Willing to Expand

Regarding the new theatre building and renovation work—which will roll up into a tremendous national total—the theatre field appears to feel even more acutely than most other fields the effects of delayed re-conversion. Lack of information as to the types of materials and equipment for various features of the building and the operation of film showhouses has put the theatre owners in the mood to postpone final decisions on expansion plans which have been in process of development during the past two years and for which the financing is earmarked and ready for the "go" signal.

The reference, earlier in this report, to little change in general conditions since the end of the war, was to such facts as exhibitor replies to questions concerning the manpower and product situations. About 20 per cent of the exhibitors reported an easing of the help situation, with a high proportion of the other 80 per cent declaring that the manpower situation, if anything was a little more acute at the beginning of the new movie season than during the war. The product flow became no easier for 75 per cent of the exhibitors, according to our survey. The same war-connected conditions were cited as responsible for the tight product condition. These were the shortage of prints and continued extension of runs in the key situations.

More Screen Time for Imported Films

Theatremen throughout the country have become more international-minded in so far as the conditions of their own business are concerned. That is due to the emphasis which has been put upon foreign distribution of Hollywood films and the implications that unless markets abroad again are opened up to American pictures, the grade of the attractions will lessen or rental costs to the exhibitors here will go even higher.

One of the chief excuses of foreign countries for putting limitations on entry of American films to their markets (that their pictures get little or no playing time in the U. S. theatres) has been heard and noted by the exhibitors in this country. While the American exhibitors are not of the opinion that they are supposed to be any more than good business men and are not called upon to personally make sacrifice in order to promote international goodwill at the expense of their business, there is no doubt that they are entirely willing to give foreign product all the playing time it can win for itself in competition with American pictures.

Those foreign producers who do not find very much encouragement in the volume of bookings their pictures get in this market, had better realize that it's up to them—not to the American exhibitor—to make pictures which will win favor of theatregoers here, say the theatremen.

On the basis of our survey, the best a foreign-made film can hope for here at present is a circulation of less than five per cent of that realized by bookings for the average good (not big) Hollywood film. This is so because the American theatregoer must be "unsold" on his adverse opinion (based on his own past experience with foreign films) before the exhibitor can begin to sell the prospective patron on the idea that a foreign-made film is good entertainment.

It will take patience, and a lot of good product (plus some high-powered showmanship in behalf of British or other foreign screen personalities) to make the foreign-made pictures a desirable booking for the average American film theatre, exhibitors declare.

Even the very exceptional pictures which have been made abroad, the theatremen point out, never succeeded in winning general and widespread popularity in this country, and they say that when the time comes that Britain or any other country can make pictures which have won such acclaim here as Hollywood pictures have won abroad, then the foreign product will get its screen time here.

American Product Still Far in Front

The war, apparently, has had no effect on this situation. Despite the fact that information films and documentaries of our Allies have been widely circulated here during the war, the exhibitors declare that they cannot find any more interest in, or acceptance of, British or other foreign pictures than existed before the war.

In addition to improvement of the pictures (not "artistic" improvement, but a change to the type of entertainment treatment which marks the majority of the Hollywood films) the British and other foreign film producers, exhibitors declare, must go into action in the American market with a more colorful brand of showmanship in support of the stars and personalities associated with the pictures they wish to have presented in American Theatres.

American filmgoers have been accustomed to the kind of "glamor treatment" which is given to Hollywood stars, directors, producers, and the exhibitors queried in our poll declare the American picturegoers must be given some of that same "glamor" about the foreign personalities before there will be a receptive audience for the kind of showmanship the average theatre employs to win local favor for a film attraction.

Support for National Organization

A national organization to take over some of the functions performed by the theatres division of the War Activities Committee has been projected in rather complete outline within the past two months. This move, while sponsored by many theatremen who have been identified with the WAC or with national industry affairs, apparently reflects widespread opinion on the part of the average exhibitor for some agency to continue the work of public relations which was performed by the WAC during the war.

According to our survey, 70 per cent of the exhibitors favor such an organization in principle, with only 18 per cent definitely opposed to formation of such an agency, and 12 per cent have no opinion for or against in advance of concrete proposals for such an organization.

There is some qualification on the part of 7 per cent of the total of 70 per cent who favor the idea in principle. That qualification is that the organization must be free from affiliated circuit domination. But the big majority approving the idea nevertheless appears emphatic in agreement that a great

(*Continued on Page 70*)

CHARLES W. KOERNER

THE LEADERS SURVEY

(*Continued from Page 68*)

amount of good can be accomplished for the theatremen generally through some agency that will function as a medium of contact with outside activities such as charity drives, requests from official quarters for circulation of sponsored films, national and state legislative proposals which affect theatres and, above all else, the problems of taxes levied on admissions by federal, state and municipal governments.

In discussing the proposal for a successor to the WAC for peacetime, many of the exhibitors refer back to what they considered a slipshod job of representation when the current 20 per cent amusement tax bill was up for discussion by the solons in Washington. Many of them still feel that it was the inadequacy of the industry's representations before the Committees in Washington as much as anything else that resulted in the 20 per cent tax, which exhibitors say is oppressive and a definite hardship to the theatre.

Seek More Representation in Taxation

The rather general belief—as indicated by our survey—that there will have to be a scale-down in admissions before long, makes the exhibitor especially apprehensive at the present time with respect to the whole tax situation. The current 20 per cent, so far as the exhibitor can make out, will be maintained by the government for some time. That, in the smaller situations especially, is too high, the theatremen claim. But on top of the 20 per cent there are state and municipal levies in many cities and towns, and there also appears to be a wave of tax legislation aimed at theatre admissions sweeping across the country.

This apprehension explains the very solid backing which appears to exist among the rank and file of exhibitors for some such organization as has been proposed to carry on more or less in the same tradition as the theatres division of the WAC —that is, an organization which will be capable of dealing with matters developing outside the industry but which have vital bearing on the welfare of the individual theatreman's business operations.

Failing the successful organization of some such unit as has been proposed as a successor to the WAC, there will be an overwhelming demand for a single national exhibitor organization—according to indications revealed by our survey, which shows that 73 per cent of exhibitors who now are members of exhibitor organizations favor a single national organization, and that 52 per cent of those exhibitors who are not members of an organization favor a single national exhibitor organization and would join such an organization.

The backing for an idea such as has been proposed, according to our survey, would indicate that many leaders in the industry have been not too well informed on general exhibitor sentiment, because whereas two years ago there was a wave of outspoken suggestion for a future peace-time organization to follow up in the functions performed by the WAC in connection with the war duties of the industry, these met with some rather cold receptions in certain exhibitor quarters. The result was that some of the men who spoke in favor of such an eventual move, dropped the idea like a hotcake, and many observers came to the conclusion that the issue was anything but a popular one.

Turning from the generalized topics of industry policy to matters of specific showmanship import, the Leaders survey comes to the concluding phase of its sounding of exhibitor opinion on the subject of pre-selling of films by distributors via the usual mediums of newspapers, magazines and radio.

For many years the Leaders survey has included questions on this subject, because the amount of money spent by the industry for advertising to consumers is so great that we believe nothing could be more important than constant check on exhibitor experience and observation—right where the results are visible—as to the most effective means of building up an advance audience for a picture that is going to play the theatres of the country.

Where Advertising Pays Best

This year, as has happened consistently in the past, the average exhibitor says that general magazine advertising tops both newspapers and radio as a medium for selling his patrons on a picture he is going to play.

It is rather remarkable, in some respects, that the magazines have been able to maintain their position over newspapers and radio during the past two years, because one of the chief handicaps to such advertising is the spread of time which occurs between pre-release of the picture and its general circulation in all parts of the country.

In former years when there was such a thing as a national release and magazine advertising, which must be scheduled and even printed long before date of actual publication—there was a means of timing the magazine selling to appearance of the picture at the theatres that could be attended by the readers of these Saturday Evening Post, Life, Liberty and the other magazines. During the last year particularly, there has been a very wide differential of time between appearance of the advertisements in the national magazines and the showing of the pictures at the theatres along the line from first to subsequent run. Despite this, the exhibitors in the late run situations give the general magazines as big an edge over newspapers and radio as do showmen in the earlier run situations, according to results developed in our survey.

Campaigning Via Newspaper Ads

The newspaper advertising in metropolitan dailies in connection with first run engagements in the key cities come second in exhibitor estimate of the efficacacy of advertising mediums for pre-selling a picture. The success of the picture in its first run of a territory, naturally, determines to large extent the success of that picture in its subsequent runs. However, the exhibitors in the subsequent runs declare that a vigorous newspaper campaign in the first run as follow-up to a strong national magazine campaign sells tickets for the picture when it reaches their houses.

Radio rates third, but as during the past three years, it is closing up on the newspapers in the percentage of voting by the exhibitors in our poll. The spread betwen general magazines and newspapers has remained about static over the past several years, whereas the preference expressed for radio by the exhibitors has mounted at the expense of votes for newspapers as a pre-selling medium for their engagements on a given picture.

Another Money-hit from Edward Small in the Same Boxoffice Groove as "Up In Mabel's Room"!



"Getting Gertie's Garter"

starring

DENNIS O'KEEFE and
MARIE "THE BODY" McDONALD

with

BARRY SULLIVAN
BINNIE BARNES
J. CARROL NAISH
SHEILA RYAN
Jerome Cowan Vera Marshe

Directed by **Allan Dwan**

Adaptation and screenplay by Allan Dwan and Karen DeWolf
from the stage play by Wilson Collison and Avery Hopwood

an EDWARD SMALL production
Released Thru U. A.!

AN EXPRESSION of deepest appreciation to all Technicolor customers for their cooperation during the period of difficulty caused by the war,

AND AN APPEAL for their further understanding of the time necessary to complete the Technicolor expansion program to meet their future requirements.

TECHNICOLOR MOTION PICTURE CORPORATION

HERBERT T. KALMUS, PRESIDENT AND GENERAL MANAGER

Samuel Goldwyn

PRODUCTIONS

All the
Care
Thought
Experience
Taste
and Inspiration
of the
Finest Writers
Directors
and Actors
combine under
the leadership of
Samuel Goldwyn
a producer
steadfastly devoted
to making only
Great Motion Pictures

THE REALIZATION OF THE BEST

RADIO'S MOST POPULAR MORNING PROGRAM

NOW ON THE SCREEN

Tom Breneman in

"BREAKFAST IN HOLLYWOOD"

starring

BONITA GRANVILLE · EDWARD RYAN
BEULAH BONDI · RAYMOND WALBURN
BILLIE BURKE · ZASU PITTS
and
HEDDA HOPPER
Guest Star
ANDY RUSSELL
KING COLE TRIO SPIKE JONES and his CITY SLICKERS

Produced by
ROBERT S. GOLDEN
Directed by
HAROLD SCHUSTER
Original Story & Screen Play by
EARL BALDWIN
Director of Photography
RUSSELL METTY
A UNITED ARTISTS RELEASE

GOLDEN PICTURES, Inc.

EDWARD A. GOLDEN · SAM DEMBOW, Jr. · ROBERT S. GOLDEN

DAVID W. SIEGEL

ASSOCIATE PRODUCER

"Me and Mr. Satan"

United Artists Release

Co-Producer
KEN MURRAY'S BLACKOUT

LEADING PLAYERS

Actors and Actresses Who Played Principal Roles and Titles of the Leading Productions of 1945 in Which They Appeared

LEADING *Actors*

ADLER, LARRY
Music for Millions

ALDA, ROBERT
Rhapsody in Blue

ANDREWS, DANA
State Fair
Up in Arms

BANNON, JIM
Tonight and Every Night

BARRYMORE, LIONEL
Valley of Decision

BASSERMAN, ALBERT
Rhapsody in Blue

BELL, JAMES
Thunderhead

BENNY, JACK
Hollywood Canteen

BICKFORD, CHARLES
Song of Bernadette

BOGART, HUMPHREY
To Have and Have Not

BOWMAN, LEE
Tonight and Every Night

BRENNAN, WALTER
To Have and Have Not
Princess and the Pirate

BROPHY, ED
Wonder Man

BROWN, JOE E.
Hollywood Canteen

BRUCE, NIGEL
Son of Lassie

CALHERN, LOUIS
Up in Arms

CANTOR, EDDIE
Hollywood Canteen

CARMICHAEL, HOAGY
To Have and Have Not

CARNOVSKY, MORRIS
Rhapsody in Blue
Our Vines Have Tender Grapes

CARSON, JACK
Hollywood Canteen

CAVALLERO, CARMEN
Billy Rose's Diamond Horseshoe
Hollywood Canteen

CIANNELLI, EDUARDO
Dillinger

CLARK, DANE
God Is My Co-Pilot
Hollywood Canteen

COBURN, CHARLES
Rhapsody in Blue
Wilson

COCHRAN, STEVE
Wonder Man

COOK, JR., ELISHA
Dillinger
Up in Arms

COOPER, GARY
Along Came Jones
For Whom the Bell Tolls

COTTEN, JOSEPH
I'll Be Seeing You

COULOURIS, GEORGE
A Song to Remember
For Whom the Bell Tolls

CRAIG, JAMES
Our Vines Have Tender Grapes

CRANE, STEPHEN
Tonight and Every Night

CRISP, DONALD
National Velvet
Son of Lassie
Valley of Decision

CURTIS, DONALD
Thrill of a Romance

DANTINE, HELMUT
Hollywood Canteen

DAVENPORT, HARRY
Meet Me in St. Louis
Music for Millions

de CORDOVA, ARTURO
For Whom the Bell Tolls
Incendiary Blonde

DeFORE, DON
Thirty Seconds Over Tokyo

DEKKER, ALBERT
Incendiary Blonde

DEMAREST, WILLIAM
Along Came Jones

DINGLE, CHARLES
Song of Bernadette

DONALDSON, TED
A Tree Grows in Brooklyn

DORSEY, JIMMY & ORCHESTRA
Hollywood Canteen

DORSEY, TOMMY & ORCHESTRA
Thrill of a Romance

DRAKE, TOM
Meet Me in St. Louis

DUNN, JAMES
A Tree Grows in Brooklyn

DURANTE, JIMMY
Music for Millions

DURYEA, DAN
Along Came Jones
Valley of Decision

FITZGERALD, BARRY
Incendiary Blonde

FOSTER, PRESTON
Thunderhead
Valley of Decision

FRANCEN, VICTOR
Hollywood Canteen

FRAWLEY, WILLIAM
Flame of Barbary Coast

GAINES, RICHARD
Enchanted Cottage

GARDINER, REGINALD
Christmas in Connecticut

GARFIELD, JOHN
Hollywood Canteen

GAXTON, WILLIAM
Billy Rose's Diamond Horseshoe

GILBERT, BILLY
Anchors Aweigh

GLEASON, JAMES
A Tree Grows in Brooklyn
Keys of the Kingdom

GREENSTREET, SYDNEY
Christmas in Connecticut
Hollywood Canteen

GWEEN, EDMUND
Keys of the Kingdom

HALE, ALAN
God Is My Co-Pilot
Hollywood Canteen

HARDWICKE, SIR CEDRIC
Keys of the Kingdom
Wilson

(*Continued on Page* 104)

LEADING *Actresses*

ALLYSON, JUNE
Music for Millions

ANDERSON, DUSTY
Tonight and Every Night

ANDERSON, MARY
Wilson
Song of Bernadette

ANDREWS SISTERS
Hollywood Canteen

ASTOR, MARY
Meet Me in St. Louis

BACALL, LAUREN
To Have and Have Not

BAINTER, FAY
State Fair

BALL, JANE
Keys of the Kingdom

BERGMAN, INGRID
For Whom the Bell Tolls

BISHOP, JULIE
Rhapsody in Blue

BLAINE, VIVIAN
State Fair

BLAIRE, JANET
Tonight and Every Night

BLONDELL, JOAN
A Tree Grows in Brooklyn

BONDI, BEULAH
Back to Bataan

BREMER, LUCILLE
Meet Me in St. Louis

BROOKE, HILLARY
Enchanted Cottage

BROOKS, LESLIE
Tonight and Every Night

BYINGTON, SPRING
Enchanted Cottage
I'll Be Seeing You
Thrill of a Romance

CARLISLE, KITTY
Hollywood Canteen

CRAIN, JEANNE
State Fair

CRAWFORD, JOAN
Hollywood Canteen

COOPER, GLADYS
Song of Bernadette
Valley of Decision

DAVIS, BETTE
Hollywood Canteen

DeCAMP, ROSEMARY
Rhapsody in Blue

DOWLING, CONSTANCE
Up in Arms

DVORAK, ANN
Flame of Barbary Coast

EMERSON FAYE
Hollywood Canteen

FITZGERALD, GERALDINE
Wilson

FOCH, MINA
Song to Remember

GARLAND, JUDY
Meet Me in St. Louis

GARNER, PEGGY ANN
Keys of the Kingdom
A Tree Grows in Brooklyn

GARSON, GREER
Valley of Decision

GIFFORD, FRANCES
Our Vines Have Tender Grapes
Thrill of a Romance

GRABLE, BETTY
Billy's Rose Diamond Horseshoe

GRAYSON, KATHRYN
Anchors Aweigh

GREY, VIRGINIA
Flame of Barbary Coast

HADEN, SARA
Our Vines Have Tender Grapes

HALE, DIANA
Thunderhead

HAYWORTH, RITA
Tonight and Every Night

HUNT, MARSHA
Music for Millions
Valley of Decision

HUTTON, BETTY
Incendiary Blonde

JEFFREYS, ANNE
Dillinger

JOHNSON, RITA
Thunderhead

JONES, JENNIFER
Song of Bernadette

KAY, BEATRICE
Billy Rose's Diamond Horseshoe

KING, ANDREA
Hollywood Canteen
God Is My Co-Pilot

LESLIE, JOAN
Rhapsody in Blue
Hollywood Canteen

LOCKHART, JUNE
Son of Lassie

LUPINO, IDA
Hollywood Canteen

MAIN, MARJORIE
Meet Me in St. Louis

MANNING, IRENE
Hollywood Canteen

MARTIN, NORA
Hollywood Canteen

MATWICK, MILDRED
Enchanted Cottage

MAYO, VIRGINIA
Wonder Man
Princess and the Pirate

McGUIRE, DOROTHY
Enchanted Cottage
A Tree Grows in Brooklyn

MOOREHEAD, AGNES
Our Vines Have Tender Grapes

MORAN, DOLORES
To Have and Have Not

NELSON, RUTH
Wilson
A Tree Grows in Brooklyn
Keys of the Kingdom

OBERON, MERLE
A Song to Remember

O'BRIEN, MARGARET
Our Vines Have Tender Grapes
Music for Millions
Meet Me in St. Louis

O'CONNOR, UNA
Christmas in Connecticut

(*Continued on Page* 104)

Take a tip for 1945-46

...ask your exchange to screen the First Five of MONOGRAM'S

VICTORY YEAR PROGRAM!

"SUNBONNET SUE"

("BEST PICTURE OF THE WEEK, 3 BELLS"—*Jimmy Fidler*)

"ALLOTMENT WIVES"

"SUSPENSE"

"SWING PARADE of 1946"

"BLACK MARKET BABIES"

MONOGRAM PICTURES

SAM KATZMAN

Producer

"THE TEEN-AGERS"

A NEW SERIES FOR 1945-46

For MONOGRAM Release

LINDSLEY PARSONS

Thanks to JAN GRIPPO, Producer of "Bowery Boys" Series, and to JAMES S. BURKETT, Producer of Charlie Chan in "The Red Dragon," for a most happy association.

JAMES S. BURKETT

Producer

CHARLIE CHAN
Series

Latest Release "The Red Dragon"
Starring SIDNEY TOLER

For MONOGRAM

JOE KAUFMAN

Producer

"THE SHADOW" SERIES

WITH

KANE RICHMOND
IN THE TITLE ROLE

★

Current Release: "SENSATION HUNTERS"

For MONOGRAM



DISTRIBUTED BY TWENTIETH CENTURY-FOX FILM CORPORATION

LEADING EXPLOITATION OF 1945

Flash-Back Over Leading Showmanship Campaigns of 1945 Proves War Restrictions Sharpened Rather Than Dimmed Exploitation Craftsmanship of Theatremen and Exploiteers of Distributor Firms

20th CENTURY-FOX—"Captain Eddie"

One of those "saturation" exploitation campaigns which were so highly developed under the unrestricted conditions of pre-war "normalcy," found its way into national consciousness when the exploitation forces of 20th Century-Fox went into concentrated action to ballyhoo the premiere of "Captain Eddie" in the city of Columbus, Ohio, in July 1945.

Starting about two months in advance, a corps of 20th-Fox exploiteers set up headquarters in Columbus and immediately obtained promises of complete cooperation of Government office holders from Governor Frank J. Lausche, Mayor James A. Rhodes of Columbus, and other officials. They formed local committees of Columbusites consisting of leading merchants, newspaper and radio station owners.

The "Captain Eddie" World Premiere Committee, headed by Congressman Jerry Vorys of Ohio, directing most of the activities was sparked by Sid Phillips, advertising manager of the Ohio State Journal and chairman of the Columbus Advertising Club.

Sub-committees handled newspaper publicity, radio publicity photographs, etc. Others handled decoration of the city's buildings, streets, etc., all constantly nudged into action and assisted by 20th-Fox exploiteers, each assigned specific duties.

Striking the note that was to set the planned campaign into motion, Governor Lausche talked on the "We, the People" radio show in which he proclaimed "Captain Eddie" day. He was followed next day by a similar proclamation from Mayor Rhodes. Then the campaign really started to move.

"Welcome Captain Eddie" signs, banners and stickers were plastered throughout the city. A 40-foot illuminated Hat-in-the-Ring insignia appeared on a down-town corner and even the State Capitol Building was decorated from dome to foundation with bunting and huge blow-ups of Captain Eddie and Fred MacMurray who portrays him in the film.

On the state-house grounds surrounding the Capitol, thousands of persons saw the exhibits set up there, including a collection of 20-odd old time automobiles. Another display demonstrated a life raft similar to the one in which Rickenbacker was marooned for 21 days and the afternoon before the premiere a helicopter landed directly behind the city hall and was set up on the State House lawn to join the other exhibits. All of the displays featured "Welcome Captain Eddie" signs and the State House gardener fashioned a similar greeting from the turf and grass on the lawn. A 40-foot sign behind a fountain gave forth the same greeting.

Several hundred store windows carried streamers, stickers and door mats carrying the familiar greeting and more than 40 complete store windows used special displays, based on the theme of the celebration.

Scores of points in the city bore side-walk stenciled greetings, using a 6-foot Hat-in-the-Ring insignia and more than 20 city blocks were decorated with over-hanging buntings, signs and banners. All street cars and buses in the city carried similar greetings and hundreds of light poles were decorated with 6-foot shields bearing photographs of Rickenbacker and MacMurray.

Rickenbacker's first employer, the Federal Glass Company, made up a special tumbler, bearing a greeting and the Hat-in-the-Ring insignia and distributed 6,000 of them to bars, restaurants, hotels and clubs.

More than 25 special ads appeared in newspapers, maga-

(*Continued on Page* 82)



The exploitation men of 20th-Fox set up campaign headquarters well in advance of the premiere of "Captain Eddie" in Columbus, Ohio, as shown in photo at top above. The center shot shows how the whole town was bedecked for the premiere, and immediately above are a few of the many, many front page breaks the event was given by Columbus newspapers during the build-up of the campaign.

LEADING EXPLOITATION CAMPAIGNS OF 1945

(*Continued from Page* 81)

zines, etc., and newsreels recorded highlights of the campaign and celebration as it progressed.

Honors from universities were heaped on Rickenbacker, when he arrived in town for the celebration, flanked by movie stars, Carole Landis, James Dunn, Peggy Ann Garner, Lloyd Nolan and Richard Conte; producers George Jessel and Christy Walsh. A park was dedicated in his honor and Capitol Square was renamed Rickenbacker Square.

Rickenbacker appeared with Governor Lausche on the Ted Malone air show.

WARNER BROS.—"God Is My Co-Pilot"

The three-point policy of high executive achievement—"organize, deputize, supervise"—was put into effect with tremendous results by the Warner Bros. publicists who tackled the job of staging a "scene of the picture" premiere for "God Is My Co-Pilot" in Macon, Georgia, the home town of Col. Robert Lee Scott, author of the best-seller novel on which the picture is based.

The seeds that later flourished into one of the really great exploitation campaigns of industry history were sewn in December 1944, when a committee of Macon's leading citizens visited the Warner office in New York to persuade H. M. Warner, visiting in the East at that time, and other executives of the company that the city of Macon would be the logical place at which to premiere the story of a local Macon boy, Col. Robert Lee Scott, author of the story which was the basis of the Warner production. The committee consisted of Mayor Charles L. Bowden, City Attorney Ellsworth Hall and Carmage Wells, publisher of Macon's two newspapers.



A "gasless" parade—the event took place during the fuel shortages of wartime—was one of the many features that rolled up a tremendous total ballyhoo for the premiere of "God Is My Co-Pilot" in Macon, Georgia. It was an event that took the town by storm, as indicated by the two photos above showing section of the parade and a shot outside the L & J Grand Theatre.

The Macon city fathers were informed that Warners had set a policy, in cooperation with the government, but that it could be arranged for a few of the company's stars to make a nation-wide Bond selling tour which would have its climax at Macon to coincide with the premiere. Under this arrangement Dennis Morgan, Alan Hale and Janis Paige went to Georgia to take part in the state-wide celebration that ensued. Red Cross activities along the line of the tour also benefited by the players' presence. Under the aegis of the State of Georgia and the City of Macon, travel arrangements were made for the stars.

Six weeks before the premiere Warners sent its top exploitation and special events men to Macon to prepare for what has turned out to be a veritable maelstrom of newspaper and radio publicity, window displays, a gigantic parade and other publicity activities.

The first thing organized by the Warner men when they arrived in Macon was a series of committees to handle arrangements, under the theory that the more local talent whose names appeared as committee members, the greater would be the results. All committees reported to the Warner on-the-spot man who kept more or less in the background but whose creative ideas and active prodding kept things rolling at an increasingly greater pitch.

Following conferences with the Mayor, the committee (called "World Premiere God Is My Co-Pilot Committee") appointed Philip Buchheit, business manager of the Telegraph and News, Macon's two newspapers, its chairman.

An Editorial Committee—so named to keep the curse of the word "publicity" as far away as possible—was appointed with the active cooperation and *orders* of Buchheit, headed by Susan Myrick, Sunday Editor of the Telegraph and News. Miss Myrick, having served as technical advisor for "Gone With the Wind," was motion pitcure wise, as well as being in a strategic position to flood both newspapers with stories about the campaign's progress—which she did, *and how she did!*

Ellsworth Hall, City Attorney and one of the members of the committee responsible for bringing the premiere to Macon, was made head of the Entertainment Committee. He, in turn, named 10 young married business men of the community as members of this committee.

Son Sammon, director of athletics for the Macon school system, was appointed by the Mayor as chairman of the Transportation Committee and made responsible for providing transportation for other committee members and for the Warner representatives. Jack Robinson, Sears Roebuck manager, was appointed deputy chairman of this all-important committee.

The Parade Committee had as its chairman E. K. Cargill, promotion manager of the newspapers, who enlisted the aid of the Chief of Police as his assistant!

All of the committees functioned perfectly resulting in more than 80,000 persons participating in the premiere day activities which taxed the abilities of the police department and other officials to keep the eager crowds from stampeding to see the parade, Col. Robert Lee Scott, the movie stars and

(*Continued on Page* 84)

ROBERT & RAYMOND HAKIM

present

GINGER ROGERS

in SAM WOOD'S

"HEARTBEAT"

with

JEAN PIERRE AUMONT

ADOLPHE MENJOU

and

BASIL RATHBONE

MELVILLE COOPER · MIKHAIL RASUMNY

MONA MARIS · EDUARDO CIANNELLI

HENRY STEPHENSON · FORTUNIO BONANOVA

Photography by JOE VALENTINE

Music by PAUL MISRAKI

Produced by ROBERT & RAYMOND HAKIM

Directed by SAM WOOD

RELEASED THRU RKO RADIO PICTURES, INC.

LEADING EXPLOITATION CAMPAIGNS OF 1945

(*Continued from Page* 82)

the public officials who were responsible for the celebration.

Lucas & Jenkins contributed manpower for the premiere and preparations for the celebration in the person of Lamarr Swift, city manager for the theatre company and his entire staffs of the company's five theatres in Macon. One of Mr. Swift's first moves was to change the name of Lamarr Park, named for a member of his family, to Scott Park in honor of Colonel Scott.

As the committees began to function reports of their progress appeared in ever increasingly important space in both of Macon's newspapers.

Activities took on such importance that every daily newspaper in the State of Georgia assigned at least one reporter to be on the ground to cover the event. During the last week, just before the premiere, Warner's headquarters was overrun with out-of-town reporters and cameramen anxious to record anything new for their readers The result was thousands of persons from Atlanta, Augusta and other Georgia cities came to Macon the night of the premiere to attend the picture's showing or—unable to buy tickets for the theatre—to attend the Junior League Ball, following the show, at the Civic Auditorium. The 5,000 capacity auditorium was filled to overflowing, by the way, at $5.00 per ticket, the proceeds of which went to Army Air Forces Aid Society, as did the $10,000 netted from the Grand Theatre premiere which had been sold out for days in advance at $10.00 a ticket, with no passes!

The highlights of the entire celebration were the mammoth parade through five miles of decorated streets and culminating at the City Hall, and the Chinese Ball, sponsored by the Junior League of Macon, but which brought in Junior League members from all over Georgia, thus making it a state-wide event. Publicity for the ball was recorded in the local society columns in the cities from which the young ladies and their escorts came to attend the affair.

The window display contest was sponsored by the Retail Merchants Association which donated War Bond prizes for the best window displays and also to writers of letters who gave their choice of the best window display with an accompanying description of the window's contents and their reason for making their selections. The contest was a feature of the campaign and resulted in reams of newspaper copy promoting it. More than 50 of the downtown windows were set up by professional decorators, so great was interest in this phase of the celebration.

Macon residents along the line of the parade's march decorated their homes, too, just to be in keeping with the city-wide participation to honor Col. Scott, the movie stars, and the picture.

A large delegation of Chinese from Augusta, Georgia, made up two 40-foot dragons for the parade and were active in manipulating the grotesque, oriental effigies during the parade activities—this in spite of the fact that the New York City annual Chinese New Year's celebration parade had been called off because no dragon was available!

COLUMBIA—"A Song To Remember"

One of the industry's most carefully planned and efficiently set up exploitation campaigns broke early in 1945 with a force that mounted over a period of many weeks as the national sweep of Columbia's tremendous show-selling job for "A Song to Remember" rolled from town to town and city to city.

Highlighted by the "George Sand Memorial Talent Search," in which 86 member stations of the Columbia Broadcasting System cooperated with the distributor (as well as independent stations in cities not covered by CBS stations) and the Jo Copeland fashions tie-up with 34 department stores in as many key cities, the campaign had notably wide scope.

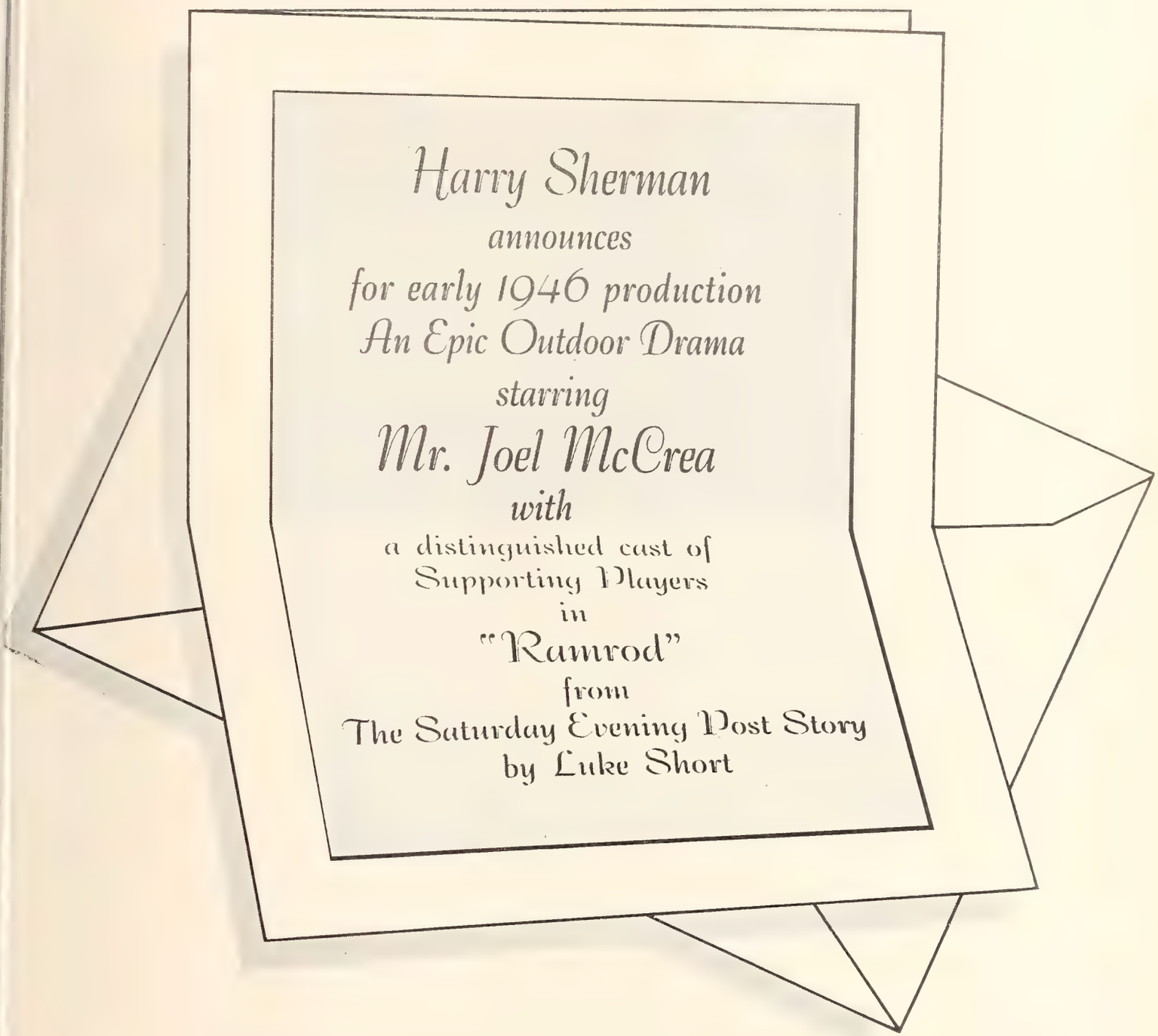
Newspapers and department stores in many cases tied their promotional efforts directly with the CBS stations giving cover-

(*Continued on Page* 86)





A series of exceptional merchandising tieups formed one of the strong points of the basic campaign used by Columbia to exploit showings of "A Song to Remember." One of these national cooperative stunts and the method in which it was used to aid local engagements is shown in the dealer display at left. Above, one of the many high school music student classes at which "A Song to Remember" was discussed by teachers.


Harry Sherman
announces
for early 1946 production
An Epic Outdoor Drama
starring
Mr. Joel McCrea
with
a distinguished cast of
Supporting Players
in
"Ramrod"
from
The Saturday Evening Post Story
by Luke Short

LEADING EXPLOITATION CAMPAIGNS OF 1945

(*Continued from Page* 84)

age to the "Talent Search." School systems accepted the Sigmund Spaeth transcription in which the "tune detective" discussed Chopin's music as the basis for many modern compositions. The transcriptions' acceptability amazed even the Columbia exploiteers.

Victor Records, Revlon Lipstick, The Hattie Carnegie hat shop, Shire-Tex Slacks, Glenwear's "Nocturnal" Blouse, Coro Costume Jewelry, Lux Soap, Serta Mattresses, Max Factor, a motion picture book edition, were some of the national tie-ups available for local exploitation.

The Victor Record tie-up had unique aspects not usually included in this type of promotion, including the use of radio, newspaper advertising, direct mail, window displays and publicity in dealer and consumer publications.

The Revlon tie-up resulted in the manufacture of a new shade of lipstick, "Scarlet Slipper." The picture's title was used in all advertising connected with the new cosmetic. All stores committed for the fashion promotion featured the cosmetic as part of their campaigns. Thousands of other Revlon outlets in cities where the fashion promotion could not set up used window display material distributed by the manufacturer.

Seven thousand Shire-Tex Slacks dealers were contacted by the manufacturer in an arrangement by which Merle Oberon was featured in display material and advertising.

"A Song to Remember" was finished by Columbia early in the summer of 1944 after seven years of preparation. Widespread national publicity on the picture started to appear early in May, 1944, and continued in newspapers, fan and national magazines with "breaks" of four, five and six pages. Coverage included nearly 200 special stories, photos in full color, fashion layouts, reviews, interviews, features, pictorial strips, production stories, musical features and almost every other angle of the picture's myriad publicity possibilities.

The Jo Copeland fashion tie-up was unique. Miss Copeland designed a series of new fashions, adapted from the costumes worn in the picture. Outlets for her creations were primarily in 34 of the country's leading department stores. The New York *Times* published a Saks Fifth Avenue fashion ad of three-quarters of a page in a Sunday issue. The same ad was repeated the following Sunday in the New York *Herald-Tribune!* Saks devoted seven Fifth Avenue windows to the fashions. Fashion magazines and dress trade papers were generous with space.

Other important features of the New York campaign included the Revlon lipstick promotion, the exclusive Hattie Carnegie hat shop created a George Sand Tophat and devoted three complete windows to its display. W. & J. Sloane dressed its best Fifth Avenue window with a display of 19th Century furniture. Chopin manuscripts were the basis of another Fifth Avenue window in Scribner's Book Shop.

In each of the six cities where the picture opened up to the end of January the Sigmund Spaeth transcription was given free playing time. In San Francisco alone, the transcription received 11 gratis playings, taking in every network station in that city. New York stations gave the transcriptions considerable free time, also.

Numerous personal radio appearances by featured players in "A Song to Remember" gave the picture air plugs starting last fall and occasionally continuing even now. During Cornel Wilde's recent trip to New York he was spotted on six radio shows by the Columbia home office.

The most important part of the New York campaign, as it is in other key cities, was the "George Sand Memorial Talent Search." The contest sought America's outstanding dramatic actress and CBS stations as well as other network stations and independent outlets, including WHN in New York, gave it considerable free radio time, resulting in a response about 40 per cent ahead of the same producer's "Cover Girl" contest.

The Sigmund Spaeth transcription was played in 180 New York City high, junior high and vocational schools.

The high schools in St. Louis presented the record to every music class for a period of ten days. Grade and high schools in Buffalo, San Francisco, Oakland, New Orleans and Cincinnati also included the transcription for playing time before music classes, assemblies and for the discussion of the music teachers themselves.

WARNER BROS.—"Rhapsody In Blue"

Scoring for a third time during the year, the Warner Bros. publicity and exploitation forces again took the spotlight during the month of June, when an exceptionally thorough-going job of showmanship was used with the music angle that formed the entire fabric of the company's "Rhapsody In Blue" picture based on the life, but more especially the music, of George Gershwin. Picture showmen many times before had tapped the rich exploitation wellsprings of the music field, but in the case of "Rhapsody In Blue," the film drumbeaters rolled up results to a tremendous total of national coverage.

Far in advance of the New York premiere, the Warner exploitation crew lined up representatives of the entire music industry to attend a luncheon at which plans to honor George Gershwin were discussed and a program arranged for a series of musical events. Paul Whiteman was named honorary chairman of George Gershwin Jubilee Week which was to be held just prior to the New York opening of the picture. Nearly every musical aggregation in radio cooperated in this program by presenting salutes to Gershwin with suitable plugs for the picture and its New York date at the Hollywood Theatre. These in the majority were musical programs with national hook-up arrangements, reaching millions of listeners. One of the most important aspects of the entire campaign was that in addition to exploiting the New York opening, it has focussed national attention on George Gershwin's music, thus calling attention by the picture itself for future local value.

Two "stories within a story" were interesting aspects of the New York campaign. Feature writers of the *World-Telegram* and the *Herald-Tribune* became interested enough in commercial tie-ups to write stories about these features. The *World-Telegram* writer devoted four columns of story and art space to the Bonwit-Teller eight windows displays of gowns and lingerie, each named after one of the company's songs. She called her article "Rhapsody in Style." The *Herald-Tribune*

(*Continued on Page* 88)

THE SOCIETY OF INDEPENDENT MOTION PICTURE PRODUCERS ▶ ▶ ▶

"United in determination to enhance and protect the art of motion picture producing . . . to encourage creative talent . . . to maintain economic equality . . . to foster broader public exhibition and better public appreciation . . ."

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Constance Bennett
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Samuel Goldwyn
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HOLLYWOOD

6233 Hollywood Boulevard—Hollywood 6371

LEADING EXPLOITATION CAMPAIGNS OF 1945

(*Continued from Page 86*)

writer went into the aspects of Giant Blueberries, describing a series of dishes prepared by the chef of the Hotel Roosevelt, where the waiters wore blue rosettes, and where the chef created a "Rhapsody in Blue" special dish, with blueberries as its main feature. Even Bleu cheese contributed to the special menu. Four columns of pictures and art comprised the article.

RCA Victor mailed display material to its dealers urging direct tie-ins with theatres when the picture arrives for local exhibition.

George Gershwin Jubilee Week: Paul Whiteman as honorary chairman lined up entire music industry, radio, theatre and allied fields for full week of tributes starting June 29.

Junior Gershwin Week: Public School 25, which Gershwin attended, held Junior Gershwin Jubilee Week.

Radio: Number of advance radio breaks, due largely to playing of popular Gershwin music, set new all-time record for radio-film cooperation, averaging more than 35 weekly for four weeks on coast-to-coast programs and reaching a peak with 40 Gershwin salutes on network shows during Jubilee Week.

Window Display: Most extensive coverage including Saks 34th Street, Arnold Constable on Fifth Avenue turned over all its eight windows. Bloomingdale, 30 Liggett stores, five Davega stores.

Times Square War Bond Auction: With Motorola's Handie-Talkie portable radio used for first time in conveying bids from the crowd to the bond booth, a three-hour George Gershwin Jubilee Bond Auction was held at Statue of Liberty in Times Square preceding film preview. Signal Corps men were assigned by Army to operate roving radios.

Saks-Fifth Avenue Concern: All-Gershwin musical program was presented at Saks Fifth Avenue store.

Library Exhibit: Exhibit of Gershwin manuscripts, pictures, paintings by composer and other material placed on view at New York Public Library.

Muzak Plugs: Gershwin compositions comprise 8 o'clock dinner hour music broadcast by Muzak throughout Gershwin Jubilee Week. Muzak's printed program for week also devotes cover to Gershwin and "Rhapsody."

Poster Contest: School of Industrial Art sponsoring a Gershwin Poster Contest among students.

Handie-Talkie Premiere Coverage: In addition to its use in War Bond Auction, Motorola's Handie-Talkie radio was employed for first time in newspaper coverage of a film premiere.

Hotel Roosevelt Brochure: Hotel Roosevelt, where Gershwin gave his first jazz concert in the Grill, put out attractive brochure on composer for distribution to guests, also for nationwide mailing.

Legit Theatre Salute: Orchestras in two legitimate theatres—the Henry Miller ("Dear Ruth") and Morosco ("Voice of the Turtle")—played Gershwin music during Jubilee Week.

Special Ads: Motorola placed two large ads in New York papers calling attention to first use of its Handie-Talkie at War Bond auction and preview.

WARNER BROS.—"Christmas In Connecticut"

The same organizational technique which succeeded so well in Warners' "God Is My Co-Pilot" campaign for that picture's premiere in Macon, was applied to an entirely different type of showmanship splurge by the company's publicists in the sparkling show-selling job done for the premiere of "Christmas in Connecticut" in the busy, typically Connecticut town of Norwalk. But while the "Co-Pilot" campaign attacked from many angles, the "Connecticut" campaign had just one angle—to help 100 overseas veterans celebrate Christmas in Connecticut during the month of August, because they had missed the preceding Christmas at home.

This basic idea was milked of every possible value to obtain tremendous local coverage and established a precedent in out-of-town newspapers, which in the case of the New York *World-Telegram*, carried a two-column front page story headed "Noel, Noel," with a Christmas border and when detailed angles of the campaign were being carried on in Norwalk! Other out-of-town newspapers, realizing the human interest value of the colorful, "almost fantastically romantic ballyhoo," gave generously of space to report syndicated wire stories of the Connecticut doings.

Just about three weeks in advance of the Connecticut celebration, the actual campaign got under way with the setting up of a giant billboard on the lawn in front of City Hall announcing the number of days to "Christmas in Connecticut." Enthusiasm spread fast as the merchants and the public injected a practical purpose in the event by establishing a campaign for early Christmas shopping. And nearly every merchant in the city decorated his store windows with Christmas displays. With the sun streaming down and the gals strolling the streets in play-suits and shorts, artificial snow, blue and green window lighting, Christmas trees, mistletoe and all of

(*Continued on Page 90*)

Warner Bros. exploitation men blended human interest with novelty when they caused a city-wide Christmas celebration in mid-August in the Connecticut city of Norwalk for the premiere of "Christmas in Connecticut." At right is view of a section of a parade which formed a procession two miles long. This was the lead-up to the spectacular gathering which drew thousands of people. This was one of the most picturesque and brilliant of the past year's exploitation drives. The campaign spread far across city lines, went even beyond the state-wide celebration which was proclaimed by Connecticut's governor, and caught on with the press to the extent that there was national coverage of the premiere.



SOL LESSER PRODUCTIONS, Inc.

will present

LON McCALLISTER

in

The Technicolor

"PRIDE OF KENTUCKY"

Story of the first Kentucky Derby, based on Clark McMeekin's novel
Screenplay by Stephen Longstreet

and

"THE RED HOUSE"

by

George Agnew Chamberlain
author of *"Home in Indiana"*

LEADING EXPLOITATION CAMPAIGNS OF 1945

(*Continued from Page* 88)

the appurtenances traditionally associated with the Yule season, became backgrounds for displays of gifts.

The Warner crew organized committees to handle every angle of the campaign and then the publicity boys withdrew to the background.

Norwalk's newspapers went all out to support an event which the Governor had called "a great civic responsibility" and the Warner boys used every opportunity in the editorial offices to create news. The newspaper advertising departments embarked on their own to promote cooperative pages. This part of the campaign was, of course, suggested by the Warner men, who took no actual part in its execution,—merely directing the activities which resulted in six full pages in the Norwalk *Sentinel,* including the center doubletruck.

National radio programs played a large part in the preselling activities highlighted by a broadcast in which Barbara Stanwyck held a cross-country conversation with a wounded veteran. Governor Baldwin of Connecticut also spoke on a nationwide air show and proclaimed August 8th as "Christmas in Connecticut" to be followed the next day by mayors all over the state proclaiming the same day in their cities as "Christmas in Connecticut Day."

Detect and Collect, an American Broadcasting Company quiz program, featured servicemen and was tied in with the celebration. Margaret Arlen, a CBS air columnist was so enthusiastic about the plans that she devoted part of her talk several mornings to it. Don McNeil's Breakfast Club was heard via Mutual and on the day of the celebration the Yankee network carried a half-hour of the festivities, including a warm, congratulatory address by Governor Baldwin, followed by Mayor Robert B. Oliver of Norwalk. This broadcast included songs by Lawrence Tibbett, comedy by Col. Stoopnagle and interviews by the Governor and Mayor with local servicemen.

On the day that "Christmas in Connecticut" was celebrated, Warner Brothers really took over the town. Interest in the event was so high that a large group of newspapermen, magazine writers, photo and wire syndicate reporters went to the town from New York, Boston and Connecticut cities, and upon arrival were met by beautiful young Santa Claus assistants dressed in short red skirts.

The program went into full swing with a two mile long street parade with bands, Christmas floats, and all of the whoopla associated with parades and ceremonies. The parade and more than 20,000 persons then repaired to an adjoining park where a grandstand, platform, a real snow-man and an enormous Christmas tree had been set up. The radio program emanated from the platform and was followed by a jitterbug dance contest for servicemen and their girls; a rocking chair contest, distribution of gifts to the servicemen by Colonel Stoopnagle, Living Christmas Cards, an old fashioned square dance and then an ordinary dance session.

The day following the celebration the Norwalk *Sentinel* devoted its entire front and back pages to the event, with other stories on the society page, relegating such world-shaking events as the second atomic bomb exploding in Nagaski to the second page! Local interest was so high that, in the opinion of the editors, nothing surpassed news of the event!

UNITED ARTISTS—"I'll Be Seeing You"

For a versatile job of exploitation, the highly imaginative and shrewdly-slanted campaign set up for David O. Selznick's "I'll Be Seeing You" deserves a place high in the records of smart showmanship. The basic exploitation ideas were developed, and from them various exploitation specialists and theatremen in many situations throughout the country worked up outstanding selling drives.

In order to appreciate the flexibility of the campaigning for the picture, the campaign for the showing at the Capitol in New York must be considered in conjunction with drives in other large cities of the country by the Selznick-International and United Artists representatives for pre-release engagements of "I'll Be Seeing You."

In New York, approximately 6300 lines of free advertising, an unusual amount of free radio time, 52 full window displays, posters, radio contests, tent cards, menus, business clubs and other organizations aided in rounding out a really extensive campaign.

A highlight of this campaign was the Harman Watch tie-up with 300 dealers. It included five special window displays and window space in each of the remaining 295 stores! The watch tie-up also resulted in an unprecedented number of radio plugs when a Shirley Temple transcription was played 40 times a day for three solid weeks. A 600-line co-op ad in the drama section of The New York *Times* also was a feature of the watch company tie-up.

Arnold Constable, New York store, also hopped on the picture's title to introduce its "Miss Fifth Avenue Cotton Shop" with 3300 lines of co-op advertising and prominent Fifth Avenue window displays using the theme, " 'I'll Be Seeing You' at the Miss Fifth Avenue Cotton Shop, etc.," with plentiful use of picture stills and announcements about the stars and opening date at the Capitol Theatre.

Other New York stores saw the publicity value in the picture's title and capitalized upon it in a variety of ways. Lewis & Conger, for instance, found a way to promote the sale of hand made ceramics by decorating a window with spring flowers and a sign, "Spring Is Here," and "I'll Be Seeing You." Photos of the stars and scene stills were spread liberally. The tie-up was obscure, perhaps, but the store management was delighted, and certainly the Capitol Theatre showing benefited by the main window sign which named the picture, theatre and date of opening.

Woolworth stores devoted windows featuring blow-ups of Shirley Temple at a writing desk with the legend: ". . . A Personal Pledge to the Boys Overseas . . . I'll Be Seeing You when the war is won . . . In the meantime I'll Buy Bonds Every Payday . . . I'll . . . etc., etc." Picture title and playdate were featured prominently here, too.

A prominent florist shop devoted two large windows to the picture in one of which appeared a five feet high cut-out enlargement of Shirley Temple with other stills and a directory card.

The music was, of course, a natural tie-up. Many New

(*Continued on Page* 92)

ELEVENTH YEAR FOR PARAMOUNT

Jerry Fairbanks

SEASON 1945-6

PRODUCER OF THREE SHORT SUBJECTS SERIES

SPEAKING OF ANIMALS

TWICE ACADEMY WINNER

UNUSUAL OCCUPATIONS
IN MAGNACOLOR

POPULAR SCIENCE
IN MAGNACOLOR

LEADING EXPLOITATION

(*Continued from Page 90*)

York music stores featured the music, recordings, etc., in window displays.

The Childs Restaurant chain used IBSY star heads on 10,000 tent cards which were placed on the tables of their 34 New York stores. These tied up with the picture with the legend "Before the show . . . or after . . . I'll Be Seeing You at Childs." Numerous hotels and restaurants played up IBSY on menus with War Bond slogans such as, "Buy Buy Bonds . . . Bye, Bye Japs . . . By'n By I'll Be Seeing You with Ginger Rogers, etc., at the Capitol Theatre." Simple but good.

Two radio contests, one consisting of a simple guessing proposition in which several servicemen were gathered in one room of the radio station and three girl models in another. The servicemen were required to guess the near physical descriptions of the girls by the sound of their voices.

The Lions and Partridge Clubs of New York endorsed the picture in their weekly bulletins for one month as did the General Federation of Women's Clubs via bulletin to members.

For the Minneapolis showing at the Radio City Theatre, IBSY was tied up with a gigantic local promotion called "The Parade of Pennies," a fund being constantly augmented to show motion pictures of local football games and other civic events to Minneapolis servicemen abroad. A special morning matinee was arranged with all proceeds going to the special fund. The most influential newspaper columnist and radio commentator in that part of the country took the promotion under his wing and plugged it daily in his widely read column and in daily radio broadcasts. Many other important tie-ups were made in Minneapolis, but this was the highlight.

Just across the river in St. Paul the picture was launched by a USO promotion, sponsored by the Governor of the state and the Mayor of St. Paul as well as the director of the USO center. A special morning performance was arranged here, too, resulting in columns of extra newspaper space, several special broadcasts, chain phone calls about the picture to build receipts for the USO and other publicity benefits that could not have been obtained without this kind of tie-up.

A stunt used by sveral theatres in the early engagements of IBSY was placing ads in the personal columns of newspapers, such as: "MARY, I understand. 'I'll Be Seeing You' when you are free. ZACH." Other ads in similar vein followed on ensuing days culminating with one which read "ZACH. You've made me so happy! 'I'll Be Seeing You' tomorrow at the Liberty Theatre. MARY." The efficacy of these ads cannot be questioned. And they cost very little.

Detroit arranged an exceptionally timely contest with the Detroit *Times* in connection with the picture's showing at the Michigan Theatre in that city by which readers of the newspaper were asked, "What are the emotional problems of the serviceman returning to a woman's world? More specifically, what are the problems of Detroit men returning to Detroit homes—to the arms and hearts of wives, mothers, sisters? And how have Detroit women solved these problems?" The newspaper called it the "Heroes At Home" contest and devoted columns of space in it, believing that the questions asked of readers were important, aside from the reader interest such a contest would be bound to arouse.

Loew's Colonial Theatre in Reading also tied up the title and obtained approximately 550 free lines of cooperative advertising from a leading jewelry store. The copy read "I'll Be Seeing You at Schlecter's for that Diamond Ring," etc., and gave additional liberal space to a photo of Ginger Rogers, the picture's title and theatre playdate. Reading also localized the national Royal Crown Cola tie-up, obtained distribution of 300 window cards, especially printed by the local distributor.

Philadelphia was the scene of a stunt that enlisted the cooperation of a radio station, every newspaper in the city, the local Telephone Company, all USO centers and the amateur promotional aid of everyone in the city who has a friend or relative in uniform. Called "Servicemen's 'I'll Be Seeing You' Phone Calls" the event consisted of phone calls from servicemen to their out-of-town families from the lobby of the theatre.

LEADING ADVERTISING CAMPAIGNS

Motion Picture Advertising Men Hit New High In Difficult Job of 'Glamorizing Glamor' With Outstanding Campaigns During 1945

MGM—"The Picture of Dorian Gray"

If the writers and the director who brought Oscar Wilde's "The Picture of Dorian Gray" to the screen had a delicate task to perform, there was no less adroit and sure touch needed when the advertising men of MGM settled down to plot the basis and indicate the treatment for the whole campaign that would be employed to exploit the picture at the theatres of the country.

At the outset of their deliberations, the advertising men concluded that the obvious and blatant treatment, such as a copy slant along the lines "The book that was read in secret, now on the screen," would be poison at the box-offices, as well as cause widespread harm in drawing the fire of the blue-noses who are always ready and eager to pounce upon the "movies."

What finally was developed for "The Picture of Dorian Gray" was a handling which amounted to two campaigns blended into one highly polished selling treatment, the combination consisting of the flaming youth approach and the murder-mystery horror angle.

Copy was patterned along the lines: "Youth must have its fling, taste of its absinthe-tinted cup of pleasure, live for the day"; and "Youth is a jewel to spend recklessly; The story of a man who lived and loved dangerously for pleasure alone, etc."

Mystery-Horror Slant

Highlighting the murder-mystery-horror slanted ads was copy that followed the general theme: "He killed what he loved most," and "Behind a fascinating face lived the soul of a killer." Other copy lines included in this optional angle of the campaign were: "Oscar Wilde's sensational story of a man's mad urge to destroy those women that he loved most" and "Behind

(*Continued on Page 94*)

LEO McCAREY

Producer-Director

"THE BELLS of ST. MARY'S"

RAINBOW PRODUCTIONS, INC.

(*RKO Release*)

LEADING ADVERTISING

(*Continued from Page 92*)

locked doors in a secret room is the shocking revelation of a man's evil soul."

In selecting illustrations for the advertising, photographs were used sparingly and were chosen for their efficacy in carrying out the theme contained in the art work and in setting up a mood of realism, rather than conveying anything mystic or macabre. Realism was produced by having a love clinch almost photographically modern, suggesting youthful abandon in romance for its own sake.

In layouts and choice of lettering and type, MGM created a series of ads that reached almost third-dimensional quality, capable of standing almost alone on the amusements pages of newspapers. In the New York City campaign, the ads were coupled with the Capitol Theatre's stage show displays in such a way that the reader's eye was immediately carried to them. One important factor being a simple, wavering outline, adroitly set in from the newspaper's normal column rules! Crisp, actionful illustration and copy completed the selling job. Deep, narrow ads and wide shallow ones were prepared for this outstanding campaign thus to afford almost every type of operation sufficient freedom to adapt the ads to theatre budgets and newspaper space limitations.

The choice of hand lettering for display advertising was not a deliberate departure from established style, for MGM never has attempted to set up a distinguishing style, per se, but rather has adopted a lettering for its ability to sell a particular production or individual sales angles as the pictures came along. The lettering for this campaign had an indefinable quality that enhanced the mode created by copy and art.

A series of "Hold Over" ads allowed space for one critic's quotation. One of these boldly shouted an endorsement signed by the manager stating "You will remember this unusual picture as long as you live!"—strong stuff, but effective.

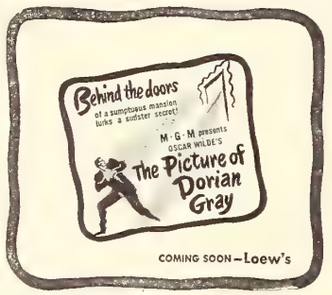
The posters which were devoid of selling copy except for the catchline, "Youth's adventure in living," depended upon illustration to do the job. The illustrations were somewhat similar to those used in newspaper ads but in the three-sheet the illustration reached real "adventure in living" heights, depicting a flimsily clad girl in the arms of a more than ardent, tail-coated swain. The one-sheet showed the same girl in a reclining position and in the impressionistic background is shown a giant pair of moist, leering, evil eyes. The six-sheet showed another love-clinch with somewhat more abandon than that in the newspaper ads, but was an adaptation of the illustration that ran throughout the newspaper ad campaign. The 24-sheet presented an illustration of the girl in a half-fainting pose clasped in the arms of a possessing lover.

20th-FOX—"A Royal Scandal"

In the laudable effort to convey to amusement seekers that the 20-Fox picture, "A Royal Scandal," which was produced by Ernst Lubitsch, has substance as well as froth and frivolity, the advertising men for the company that made and distributed the picture hit out in the right directions to achieve a cam-

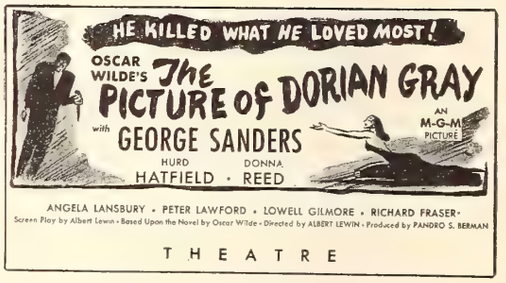
(*Continued on Page 96*)







It took a sure touch to put over a campaign that would "sell" filmgoers on "The Picture of Dorian Gray," but the MGM advertising men were equal to the task, as indicated by the variety of appeal in these four ads.





The adult prankishness, spice and "class" which is known as "the Lubitsch touch" was captured in terms of illustration, copy and treatment by the 20th-Fox advertising men in the press book material for "A Royal Scandal." A typical example of the gayety which marked the advertising is shown above.

IN APPRECIATION

Bing

MANAGEMENT
EVERETT CROSBY

LEADING ADVERTISING

(*Continued from Page 94*)

paign which merits a place in the spotlight of good advertising jobs well done.

Slanted to bring smiles with generous use of such adjectives as saucy, gay, tantalizing, luscious, blushing, amorous, shocking, romantic and scandalous, the copy writers really let themselves go in composing a compelling set of ads. And despite the sly attitude with which they approached the task, the reflection of the copy and the most of the picture itself was caught by artists, letterers, etc.

One still photo, the Tallulah Bankhead-Bill Eythe clinch, was the basis for several ads. In this one Tallulah and Bill acted as though they weren't acting, and the kiss was really something. One of the teasers stated in startling script that "this is the KISS a nation whispered about. . . ."

Another teaser showed the couple in an "about-to-do-something" pose with copy reading ". . . this is the Lubitsch Touch that means so much. . . ." The third teaser showed Tallulah, flat on the floor of her boudoir, and with Eythe looking indignantly toward her. . . . Copy stated: "This is the THRILL that knocked a Queen off her throne. . . ." And the fourth teaser showed Eythe looking at his Queen who stands, laughing, with a glass of champagne in her hand. Copy teases again by stating "This is the SHOCK that made a continent gasp. . . ."

The entire campaign gave readers something to giggle and chuckle about, which is a feat in itself but in addition it accomplished the all important mission of making readers want to know more about Catherine of Russia's "affairs de l'amour." An example of sly fun that did this job was one of the displays in which four separate illustrations banged away at readers with such audaciously delineated copy as ". . . Saucy as a Wink of the Eye . . . Scandalous as a Keyhole Peek" with smaller copy reading, ". . . a blushing romance, from Lubitsch—who gave you 'Heaven Can Wait'—about a woman whose heart couldn't." The largest illustration showed Tallulah and Eythe in a more or less intimate pose with a bit of yearning in their eyes and the real touch was added with a smaller head of Anne Baxter, her head and eyes turned directly to the reader with a balloon saying "One more kiss—and she'll give him the throne." Charles Coburn's startled expression was shown in this one, too, with a smaller pose of the two lovers indulging in a much more casual embrace than usual in the campaign.

Other copy followed the same line. One ad that occasioned more chuckles, perhaps, than any other was illustrated with Miss Bankhead and Eythe in a pose that obviously immediately follows an ignominious fall to the floor with the couple awkwardly entwined. The copy reads ". . . The Queen could do no wrong!—(But, brother, how she tried!)" Coburn's sly wink and a small cartoon of the Queen kissing the reluctant Eythe gave this one a touch almost of genius in conveying to readers just what the copy writers and artists meant to convey! Lines such as "Ah-h! A Tantalizing Lesson in Love" and "She Gave the World Something to Whisper About," "I haven't my crown and sceptre now . . . only my lips . . . my arms . . . but I still command" . . . were climaxed by declaring " 'A Royal Scandal' (is) . . . the blushing love affair of a dazzling Queen . . . whose every command he obeyed with pleasure!"

Holdover ads adhered to the same theme. One, for instance, headlined "Holding! 2nd Blushing Week!" and used the main clinch as illustration. Body copy in this was short and very much to the point. It read, "The delightful love affair of a glamorous queen and her handsome lieutenant . . . who obeyed her every command with pleasure!"

Layout and art decorations throughout were handled with a light touch, using thinly penned cartoons, lightly lined borders, etc., and generous amounts of white space to set them apart from competitive displays on amusements pages. The mixture of photographic montage, wash drawings and the pen and ink decorations were shrewdly conceived and carefully delineated, the headlines set apart to do their jobs by position rather than by heavy emphasis.

The teaser ads were almost entirely photographic illustration, set apart from the usual photographic presentation by a deckled edge and surmounting a cartouche outline of the picture's title.

PARAMOUNT—"A Medal for Benny"

An unusual advertising campaign for an unusual picture—that about sums up the treatment which was developed by Paramount for the newspaper selling on "A Medal for Benny," especially as applied to the New York engagement for the John Steinbeck screen play at the Rivoli Theatre.

There were several elements selected as primary appeals in the campaign worked up on this picture. These included a scorching love story—at least on the part of Arturo de Cordova for Dorothy Lamour (who, however, had been promised to the immortal Benny, and she was determined to keep that pledge, at least while Benny lived). These conflicts were cleverly played up in the advertising.

The misery, the squalor in which Steinbeck's Paisano characters lived was avoided, and the ads featured the inevitable chase of hero for heroine.

Particularly notable was the series of teaser advertisements. In the first of these there was a layout with an over-cut line reading "The whole town's talking about Benny." The illustration was a semi clinch of de Cordova and Lamour, while the copy used dialog from Steinbeck's script, which read: "Sure I like love, but not with you . . . I like it with Benny." The theme continued with copy reading, "Maybe he isn't true to me. . . . Maybe he'll make me big troubles . . . but Benny's the man I love. I'm going to wait for Benny."

The "service" advertisements in the more conventional style,

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An unusual story called for unusual advertising treatment, and the Paramount advertising men made good on the assignment when they settled on the romantic appeal as a medium for expressing the striking conflicts which abounded in "A Medal for Benny." Here is one of the samples of the advance advertisements which featured the campaign for the picture at the Rivoli theatre, New York. The crisp, picturesque dialogue of the Steinbeck characters made ideal copy for the advertising designed to build advance interest in teaser style.



Joel McCrea

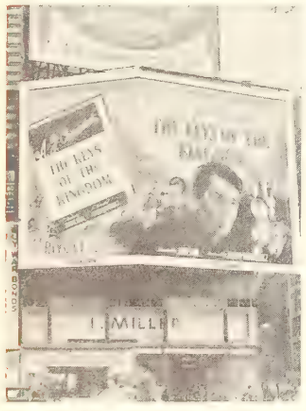
LEADING ADVERTISING

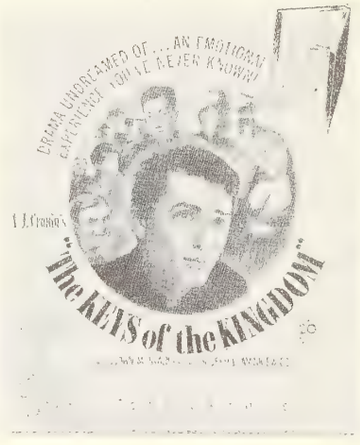
(*Continued from Page 96*)

had sparkle and appeal and were directed toward arousing speculation about the torrid romance between the two stars. Four of the advertisements were slanted along these lines. One showed a series of progressively more ardent clinches with a headline reading, "The temperature is going up and up and up . . ." with the word "up" progressively larger until the final repetition showed the two letters bursting into heat waves. Body copy in this display read, ". . . de Cordova may be the wrong guy, but he says the right things at the right time to lovely Dorothy Lamour in John Steinbeck's sensational romance." Another ad in this series showed a clipping from a newspaper indicating that it had been torn from the weather forecast section. Copy read: "Very warm . . . with a heat wave coming any second." This display featured an illustration of the stars in a close embrace.

Arturo de Cordova was shown mischievously pleading with skeptical Dorothy Lamour in an illustration for the third ad in the "torrid romance" series with a headline . . . "That Love Pirate is prowling again . . . and his beautiful prey this time plays 'Hard to Get'" . . . Then across the illustration type matter read . . . "He's got IF . . . and She Says MAYBE!" The fourth ad in this group used the "He's Got If" line as its head and body copy gave a "remember" treatment to de Cordova with copy . . "The love pirate of 'Frenchman's Creek' is on the prowl again . . . and his only rival is Benny!"

The entire ad campaign was cleverly directed toward establishing the mythical Benny as, in the words of the copy "quite a guy," and by so doing it placed Lamour as a gal who liked love, in a nice way, of course, and who was not sure that Benny was *her* guy.







A painting by Douglas Crockwell, depicting the leading characters of "The Keys of the Kingdom," supplied the foundation for the advertising display material used to exploit the picture. The photo above of the big poster display used for the New York premiere, features the characters as re-arranged from the original painting. The advertisements at the right further illustrate the adroit plan under which all elements of the campaign were designed to gain cumulative force by repetition of the characters from a book that had run up a notable "best seller" record.

Other ads in the campaign were angled toward establishing the timely "conflict" about the girl promised to a servicemen being pursued by a man at home. Some of the headlines served to establish this angle immediately. For instance, "Joe's stinging kisses on her lips . . . but Benny's on her mind!" . . . set off one of the displays, illustrated with a hot clinch! Body copy in this one further built up the mental conflict angle: It read . . . "Kissing one man—dreaming of another . . . Has it ever happened to you? . . . What's the answer, when the boy you're promised to doesn't write—and the man at home won't wait?" Several ads in the campaign were along these lines.

The complete "A Medal for Benny" advertising campaign accomplished just what it set out to do. It established the fact that a torrid romance existed between the stars. It indicated a "conflict" angle . . . and the teaser campaign sold the fabulous story of Benny and his many sided personality as a fighter, ne'er-do-well, but particularly as a lover. The layouts were a departure from Paramount's well established style and were designed to stand out on competitive newspaper amusements pages.

20th-FOX—"The Keys of the Kingdom"

Since it was a picture that made a star, rather than having the advertising power of a previously established marquee name, "The Keys of the Kingdom" offered its problems to the advertising men. Of course, the real star factor was the title of a book on which the picture was based, but in picture theatre business there is nothing like the name of a popular player for the illustrations and the headlines.

In hitting on a central sales approach for the screen version of A. J. Cronin's best seller about a missionary priest in China, the 20th-Fox advertising men realized that a different angle than that used so successfully for "The Song of Bernadette" had to be employed. However, due to the outstanding results which developed from the pictorial theme used for "Song of Bernadette" and which was based on a painting by Norman Rockwell, it was decided to repeat the technique of having characters from the picture portrayed in a painting by an artist of national renown. So, many months in advance of the completion of "The Keys of the Kingdom" at the 20th-Fox studios in Hollywood, the advertising men commissioned Douglas Crockwell, famous American artist, to execute a painting in which would be grouped the portraits of the principal characters of the Cronin story as created for the screen by Gregory Peck, Rose Stradner, Thomas Mitchell, Vincent Price tand the other leading players in the picture. When completed, the picture so faithfully expressed the characters of the story and likenesses as developed on the screen by the actors and actresses, that it automatically took possession of the planned advertising for "The Keys of the Kingdom." And, the more the advertising men worked with the picture as the keystone of all their displays, the more flexible did they discover the painting to be as a source for the various elements of posters and newspaper displays.

The painting, in montage form, allowed rearrangement of the figures to suit mechanical requirements of emphasis and space. It is notable that the beauty and effectiveness of the illustration were not marred in any way by such rearrangements.

In the copy, the same broad canvas had to be painted as was contained in the illustrations with tight, punchy headlines and body text using as few words as possible, but necessarily taking

(*Continued on Page* 100)

The First Five Years Are The Toughest—
And Our Special Thanks To Those
Who Made The Road Easier.

UNIVERSAL PICTURES

NATE BLUMBERG
CLIFF WORK
DAN KELLY
EDWARD MUHL
GEORGE BOLE
MARTIN MURPHY
MILTON FELD
JOHN GRANT
DAVID S. GARBER
JOHN JOSEPH
J. W. DAILEY
EDDIE SOUTHERLAND
ARTHUR LUBIN
EARLE C. KENTON
CHAS. LAMONT
JEAN YARBROUGH

Starting another Five Years under the able guidance of

WM. A. SEITER
JOE GERSHENSON

RADIO

R. J. REYNOLDS TOBACCO CO.
and our favorite cigarette "CAMELS"

OUR PRODUCER AND DIRECTOR DON BERNARD

M. C. A.
HAL. HACKETT

THE WRITERS DON PRINDLE
PAUL CONLON
JOE KIRK
PAT COSTELLO
SIDNEY FIELDS
ROBERT GORDON

THE ADVERTISING AGENCY WM. ESTY
TOM LUCKENBILL

THE N.B.C. STAFF

OUR PRESS REPRESENTATIVE JOSEPH GLASTON

OUR MANAGER EDDIE SHERMAN

And With Deep Appreciation To Our Cast

SINCERELY

Bud Abbott
Lou Costello

LEADING ADVERTISING

(*Continued from Page 98*)

advantage of the popularity of the book, and keying the entire campaign to forceful, honest selling.

While it was important to put its best foot forward, the copy could not alienate any specific group or groups from seeing the picture. It would have been easy to have fallen into the danger of playing up an infinitesimally small portion of the picture, such as the brief romance or some similar sequence in an attempt to sensationalize it. No such mistake was made, however. The copy was notable for its vigorous selling of the class and bigness of the picture and its story.

Headlines such as "The Screen Opens New Frontiers of Emotion and Adventure" and "Magnificently Courageous—Overpoweringly Stirring!" and "Drama Undreamed Of . . . An Emotional Experience You've Never Known!" emphasized the mood of exaltation and depth of feeling, of adventure—important entertainment factors in the story.

The teasers comprising eight ads of from 100 to 152 lines were striking for simplicity of layout, type faces, illustration and copy. The copy was particularly effective. "Here is wondrous adventure which the human emotions are seldom privileged to experience!" and "An entirely new and undreamed of experience in a motion picture theatre!" are but two samples of the punch, the compulsion of this phase of the campaign.

Fairly large ads were prepared with blank spaces for local theatres to insert favorable quotations from newspaper reviews. Using the same theme as prepared for the newspaper campaign, and differing only insofar as mechanical contingencies of the different printing media were concerned magazine ads in color began to appear two months before the localization of the campaign in newspapers in the cities where the picture had its pre-release showings. Additional space was used in 14 religious publications, including several Christian denominations, in line with the spiritual theme of the production.

MGM—"Bewitched"

The advertising created by MGM for the mystery story, "Bewitched," looked very good indeed when first observed in the advance proofs of the press book. But that the advertising was even better than it appeared when first observed "in sample," so to say, became evident when the Criterion Theatre in New York used these displays for the engagement of the picture. In competition with other current picture advertising, the "Bewitched" displays stood out with clarity and a crispness which made them excellent messengers for the mystery starring Phyllis Thaxter.



There was "mood"—or atmosphere, if you prefer—as well as dramatic significance to the advertising designed by MGM for "Bewitched," as indicated by the example above of one of the displays which stood out in the amusement pages of New York papers during the run of the picture at the Criterion Theatre.

There was an overall theme both to copy and illustration used in the various advertisements in the "Bewitched" campaign. Featured in copy was a series of "thought quotations" of dialog by the girl who appeared in all of the advertising displays. The dialog was presented in hand-drawn script and was enclosed in quotation marks to give added force to such lines. Thus, a headline such as "Sometimes They Never Find Out" was followed with quotations set in the contrasting script type to emphasize the mood of drama and mystery. Such a headline would be supported by a quotation such as, "I led two lives, one for my family, one for myself. Many girls keep their secret, but the other side of me was too strong. Strange yearnings led me to a love I killed for!"

The "strange yearnings" phrase is probably the most provocative angle used. The illustration in this ad portrayed Phyllis Thaxter, casually clad in a trench coat, without a hat and conveying worried, introspective, but peculiarly appealing facial expression. She leans against a brick wall, almost facing the reader. This illustration was used in every one of the entire series of ads, varying only in so far as space required cutting the full length illustration of the girl to her waistline! Even the small 20-line ad was essentially the same as the 600-line ad! —less, of course, the amplified selling copy possible in the larger displays!

The brick wall motif, aside from whatever symbolism may have been intended, was given utilitarian usage by MGM's layout artists, serving as a background whereon they inserted staggered boxes in one of which copy read simply, "An MGM Thriller." The center staggered insert contained the title, cast, essential credits and a selling line bringing Arch Oboler into the picture—identifying him as the writer, director and producer. The third, smaller insert gave the playdate and the theatre, with address.

As mentioned previously, the layouts varied only insofar as space limitations required minor changes. The copy, however, contained many changes of thought, each continuing to build an atmosphere of eerie, mounting terror.

The second largest ad in the series depicted Miss Thaxter in character as in the other ads, this time quoted as stating, "I'll confess . . . will you?" and the sub copy, also a quotation, continued "I come from a good family. Nobody knows but myself the two personalities within me. The one a good girl. The other full of strange yearnings. Yes, I'd kill for love!"

Another ad developed the theme with copy, "Not All Good . . . Not All Bad!" and the body copy in quotations depicted the girl's thoughts, "You thousands of girls who hear my story will understand. The other side of me was too strong. Strange yearnings led me to a love I killed for!"

A smaller ad featured the headline, "I come of a good family," and body copy read: "There are many girls who will recognize my story, my strange yearning to live a secret life. Sometimes we're never found out. Sometimes—like me—it grows deeper and we kill for love."

In the smaller ads, where headlines alone were used, with some connecting copy and credits. In one of these the headline read. "My strange yearnings led me to kill for love." This, like all of the other headlines, was lettered script, which served to focus additional attention to the displays. One of the smaller

(*Continued on Page 102*)



Thanks again,

Roy Rogers

"King of the Cowboys"

Exclusive Management
ART RUSH, Inc.
Hollywood, California

LEADING ADVERTISING

(*Continued from Page* 100)

displays, using the same, fundamental layout, presented a head, "I'll confess—I'd kill for love!"

No other film advertising campaign within recollection had used one photograph to illustrate the entire series of displays. The photo was unusual, fitting almost exactly into the mood of the copy which, incidentally, faithfully followed the mood of the picture. The copy was stimulating, suggested sex conflicts, the possibility of murder. In short, it dressed up the picture's actual selling points and presented them to the public in he most appealing manner.

UNITED ARTISTS—"Spellbound"

Direct and fortnight, whereas in unskilled hands the displays might have become cluttered and complex, is the advertising that is currently in use for presentations of the Selznick-United Artists picture "Spellbound."

The picture has been pronounced by critics as "especially good Hitchcock"—or, in other words, a screen show that throbs with suspense and vigorous love romance. That the advertising men have been able to impart these elements to strikingly simple displays is something worthy of note. With what seems a minimum of copy and visual flourish to the illustration, the advertisements have a sombre mood and each display appears to contain the elements of terror and confusion that race through the thoughts and emotions of the character portrayed on the screen by Gregory Peck.

The device used to instill a mood of suspense and even of terror is nothing more than the blade of an old-fashioned straight razor, held menacingly in the hands of Gregory Peck—sometimes at a distance from Miss Bergman, sometimes in one hand as his arms embrace her.

The Salvador Dali surrealistic art, used in the dream sequence of the film, is also suggested pictorially in a few of the ads, with the symbolic, mysteriously menacing eyes appearing in the background of dark, cloudy atmosphere.

Another effective art device that succeeds in giving the effect of space, mystery and enormous distance is a series of diverging lines, disappearing into the distance with the confused figure of Peck in almost minute proportion. An enormous head of Miss Bergman appears in these, contrasting vividly with the figure in the background and giving the feeling of Peck's distraught, confused mental turmoil.



The twin elements of suspense and love romance are given unique exposition in the advertising designed for the Selznick International-United Artists picture "Spellbound." At left are two advertisements which illustrate the manner in which these qualities are evident in a style which is typical of the entire campaign. In the ad at lower left, the odd pictorial elements of the Dali surrealism (which features one of the sequences of the picture) are used to great effect. The "clinch" which dominates the display reproduced at upper left is tied in with the suspense element of the open razor held in the man's hand. This latter element is repeated in various ways in other advertisements for the picture—as is also the figure of the man seen in the center background.

Copy has been held to a minimum. What copy has been used is forceful, intriguing and at times fascinating. A headline used often in the campaign is an example: "The Maddest Love that ever possessed a woman," and that's all the copy there is! The illustration is a clinch, which shows Miss Bergman's face as she is held in Peck's arms. His face is hidden. In his hand (behind her back), as he holds her tightly in his arms, is the straight edged wicked looking razor!

Another display uses the same threatening clinch illustration, with superimposed copy reading, "Haunted . . . by a Memory! Hunted . . . by the Law! Harrowed . . . by a Secret they dared not disclose!"

One of the ads is so arranged that converging white space at the side and base concentrate attention of readers on a menacing, full length figure of Peck holding the razor and gazing up in bewildered terror toward the much larger full length figure of Miss Bergman, who appears against a shadowy background. The copy reads, "Darker and Darker grows the shadow of fear! Body copy continues, "Hideaways . . . this woman of science, this man without a name. Loving him . . . a madness she could not deny . . . mentally tortured though he was . . . murderer though he might be!" This ad, as well as most of the larger displays contains a small reproduction of the Academy Award statue won by Miss Bergman last year with the copy, "Ingrid Bergman's first picture since winning The Academy Award."

One exceptional display is lifted right out of the film from a tense, dramatic scene in which Peck is seized with one of the aberrations which momentarily brings him close to the past. He has seen a series of parallel lines on a bed's white coverlet, which reminds him of something in his past. Miss Bergman tries to bring this fleeting memory closer to him. Peck grasps her wrists threateningly but, unafraid, she looks up at him and implores him to think. This scene is reproduced just as a piece of newspaper advertising, including Miss Bergman's spoken plea, "Think . . . *think* . . . why does color white frighten you! Why do lines frighten you! Think of white . . . *white* WHITE!" The scene imparts the impression of stark, intense drama.

Smaller ads in the series follow the theme established by the larger ones, using a minimum amount of selling copy, depending in larger degree upon the effectiveness of illustration and layout to do the selling job on the theory that the larger ads, previously used, will have established the mood intended. Most of the smaller ads use the clinch illustration, with the prominently displayed razor, with copy. "These two together will hold you . . . "SPELLBOUND" and the eye is carried from a break in the copy after the word you" right down to the picture's title to complete the message. Another small ad with the same illustration uses just one word—"Suspense!" as its selling message. Another states "Forever . . . Irresistibly . . . Spellbound!"

Teaser ads follow the same theme, eliminating the names of the cast, director, theatre, etc., with the intent of arousing interest, in preparation for the displays which will follow.

Henry Brash Productions

"ONCE AND FOR ALL"

With

NANCY COLEMAN

MARGARET LINDSAY

PHILIP REED

FELIX BRESSART



Releasing Through

P.R.C.

JAN GRIPPO

PRODUCER

"BOWERY BOYS" SERIES

First Release

LEO GORCEY in "LIVE WIRES" with HUNTZ HALL, MIKE MAZURKI, BOBBY JORDAN, BILLY BENEDICT

FOR MONOGRAM

LEADING PLAYERS

(Continued from Page 76)

Actors

HAYMES, DICK
Billy Rose's Diamond Horseshoe
State Fair

HENREID, PAUL
Hollywood Canteen

HERBERT, HUGH
Music for Millions

HICKS, RUSSELL
Flame of Barbary Coast

HOPE, BOB
Princess and the Pirate

HUTTON, ROBERT
Hollywood Canteen

ITURBI, JOSE
Anchors Aweigh
Music for Millions

JENKINS, ALLEN
Wonder Man

JENKINS, JACKIE "BUTCH"
National Velvet
Our Vines Have Tender Grapes

JENKS, FRANK
Christmas in Connecticut

JOHNSON, VAN
Thirty Seconds Over Tokyo
Thrill of a Romance

JOLSON, AL
Rhapsody in Blue

KAYE, DANNY
Up in Arms
Wonder Man

KELLY, GENE
Anchors Aweigh

KNOX, ALEXANDER
Wilson
Over 21

KRUGER, OTTO
Wonder Man

LAMBERTI, PROFESSOR
Tonight and Every Night

LAWFORD, PETER
Son of Lassie

LAWRENCE, MARC
Dillinger
Princess and the Pirate

LEVANT, OSCAR
Rhapsody in Blue

LORRE, PETER
Hollywood Canteen

LOWE, EDMUND
Dillinger

MARSHALL, HERBERT
Enchanted Cottage

MASSEY, RAYMOND
God Is My Co-Pilot

McDOWALL, RODDY
Thunderhead
Keys of the Kingdom

McHUGH, FRANK
State Fair

McLAGLEN, VICTOR
Princess and the Pirate

MEEK, DONALD
State Fair

MELCHIOR, LAURITZ
Thrill of a Romance

MEREDITH, BURGESS
Story of G. I. Joe

MITCHELL, THOMAS
Keys of the Kingdom
Wilson

MITCHUM, ROBERT
Story of G. I. Joe
Thirty Seconds Over Tokyo

MORGAN, DENNIS
Christmas in Connecticut
God Is My Co-Pilot
Hollywood Canteen

MUNI, PAUL
A Song to Remember

NOLAN, LLOYD
A Tree Grows in Brooklyn

OWEN, REGINALD
National Velvet
Valley of Decision

PECK, GREGORY
Keys of the Kingdom
Valley of Decision

PLATT, MARC
Tonight and Every Night

PRICE, VINCENT
Keys of the Kingdom
Song of Bernadette
Wilson

PRINCE, WILLIAM
Hollywood Canteen

QUINN, ANTHONY
Back to Bataan

RAGLAND, "RAGS"
Anchors Aweigh

RIDGELY, JOHN
God Is My Co-Pilot
Hollywood Canteen

ROBINSON, ED. G.
Our Vines Have Tender Grapes

ROGERS, ROY and TRIGGER
Hollywood Canteen

ROONEY, MICKEY
National Velvet

RUGGLES, CHARLES
Incendiary Blonde

SAKALL, S. Z.
Christmas in Connecticut
Hollywood Canteen
Wonder Man

SCHILDKRAUT, JOSEPH
Flame of Barbary Coast

SCOTT, ZACHARY
Hollywood Canteen

SHAYNE, ROBERT
Christmas in Connecticut

SILVERS, PHIL
Billy Rose's Diamond Horseshoe

SINATRA, FRANK
Anchors Aweigh

SOLAR, WILLIE
Billy Rose's Diamond Horseshoe

STEVENS, CRAIG
Hollywood Canteen

SULLY, FRANK
Along Came Jones

TAMIROFF, AKIM
For Whom the Bell Tolls

TIERNEY, LAWRENCE
Dillinger
Back to Bataan

TRACY, SPENCER
Thirty Seconds Over Tokyo

TRAVERS, HENRY
Thrill of a Romance

TREACHER, ARTHUR
National Velvet

TULLY, TOM
I'll Be Seeing You

WALKER, ROBERT
Thirty Seconds Over Tokyo

WAYNE, JOHN
Back to Bataan
Flame of Barbary Coast

WHITE, GEORGE
Rhapsody in Blue

WHITEMAN, PAUL
Rhapsody in Blue

WILDE, CORNEL
A Song to Remember

WILLS, CHILL
I'll Be Seeing You
Meet Me in St. Louis

WINNINGER, CHARLES
State Fair

WOODS, DONALD
Hollywood Canteen
Wonder Man

YOUNG, CARLETON
Thunderhead

YOUNG, ROBERT
Enchanted Cottage

John H. Auer

Producer-Director

RKO RADIO PICTURES

"Pan-Americana"

"Music in Manhattan"

IN PREPARATION

A TECHNICOLOR MUSICAL

Actresses

PAIGE, JANIS
Hollywood Canteen

PARKER, ELEANOR
Hollywood Canteen

REVERE, ANNE
Keys of the Kingdom
National Velvet

REYNOLDS, JOYCE
Hollywood Canteen

ROGERS, GINGER
I'll Be Seeing You

SCOTT, HAZEL
Rhapsody in Blue

SHORE, DINAH
Up in Arms

SMITH, ALEXIS
Rhapsody in Blue
Hollywood Canteen

STANWYCK, BARBARA
Christmas in Connecticut
Hollywood Canteen

STRADNER, ROSA
Keys of the Kingdom

TAYLOR, ELIZABETH
National Velvet

TEMPLE, SHIRLEY
I'll Be Seeing You

THAXTER, PHYLLIS
Thirty Seconds Over Tokyo

VERA-ELLEN
Wonder Man

WILLIAMS, ESTHER
Thrill of a Romance

WILSON, MARIE
Music for Millions

WYMAN, JANE
Hollywood Canteen

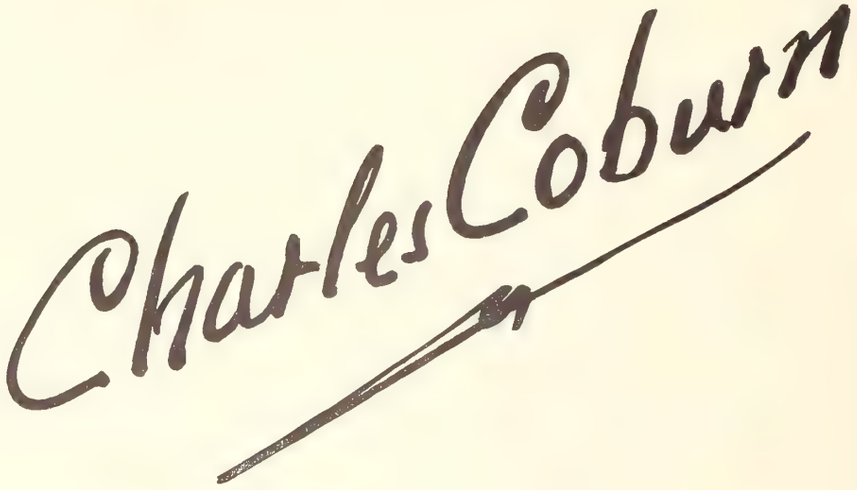
YOUNG, LORETTA
Along Came Jones

SKOURAS THEATRES

Corporation



1501 BROADWAY, NEW YORK CITY



Management:
IRVING SALKOW

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The *Seal* That Guarantees to Every Advertiser The *Quality Circulation* of The Motion Picture Trade Journal Field

SHOWMEN'S TRADE REVIEW

1501 Broadway **New York 18, N. Y.**

Prestidigitator

CARD TRICK?...not on your life...Th
PRIZE BABY does this one with PATRON
★★★ First you see them in his HAND..
and then...in the flash-of-an EYE...they'r
in your THEATRE ★★★ He's been doin
this trick for TWENTY-FIVE YEARS...an
he's got it down "pat"...Yep...TWENTY
FIVE YEARS of...FIRST getting patron
into the palm of his hand...and the
getting them into YOUR THEATR
★★★ He can even prove that "the EYE i
quicker than the HAND"...and *that's* hi
SECRET...because...it isn't "sleight-of
hand" that makes this stunt so good..
it's EYE-APPEAL...the kind you find i
NSS TRAILERS and ACCESSORIES...tha
REALLY fill those seats # # #

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

SHOWMEN'S TRADE REVIEW

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THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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JANUARY 26, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

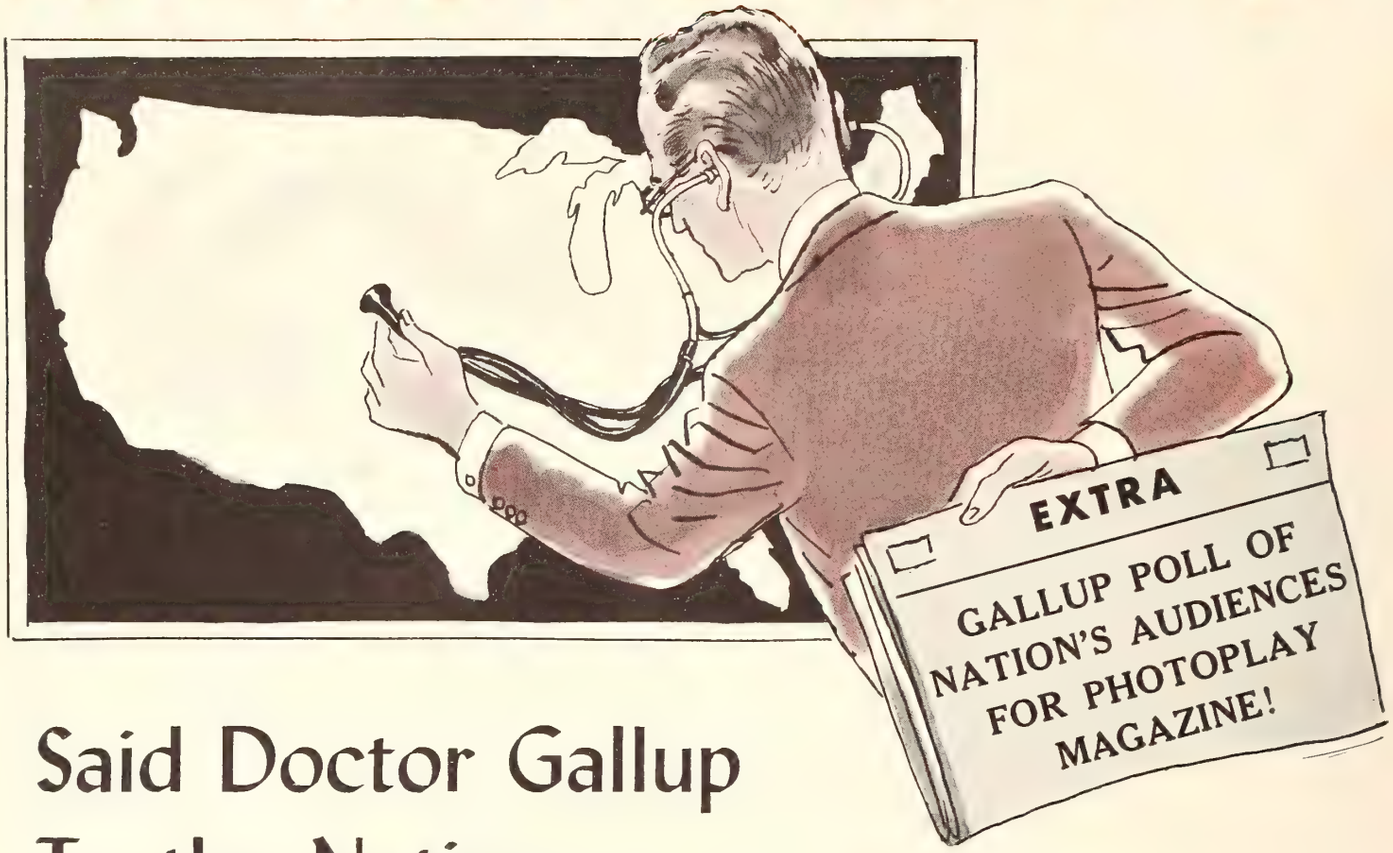
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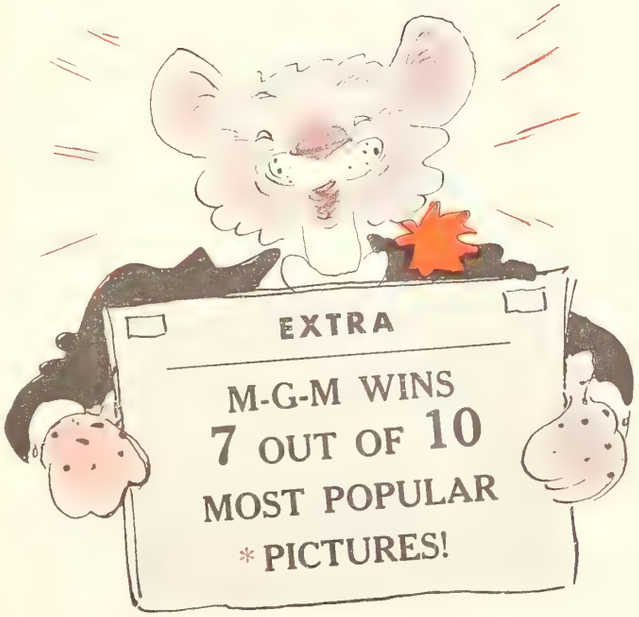
Edmund C. Grainger (See Page 6)

TOP LAST YEAR'S TOP GOAL IN THE MARCH OF DIMES CAMPAIGN

AMERICA GOES M·G·M!



Said Doctor Gallup
To the Nation–
"What's your favorite
Recreation?"



"It's Leo's pictures,
Doctor Gallup–
They give us folks
The biggest wallup!"

(poetic license)
256

* "The Valley of Decision," "Anchors Aweigh," "30 Seconds Over Tokyo," "Meet Me In St. Louis," "National Velvet," "Thrill of a Romance," "Son of Lassie"
GREER GARSON—Top Actress
"THE VALLEY OF DECISION"—Top Picture



"OH, DOCTOR GALLUP!"

When you take their pulse in '46 They'll talk a lot about these pix:

"ADVENTURE"
Clark Gable, Greer Garson

"THEY WERE EXPENDABLE"
Robert Montgomery, John Wayne

"TWO SISTERS FROM BOSTON"
Kathryn Grayson, June Allyson
Lauritz Melchior, Jimmy Durante, Peter Lawford

"THE HARVEY GIRLS"
Judy Garland (*Technicolor*)

"SAILOR TAKES A WIFE"
Robert Walker, June Allyson

"EASY TO WED"
Van Johnson, Esther Williams, Lucille Ball,
Keenan Wynn (*Technicolor*)

M-G-M's "ZIEGFELD FOLLIES OF 1946"
All Star (*Technicolor*)

"THE POSTMAN ALWAYS RINGS TWICE"
Lana Turner, John Garfield

SECURITY IS SPELLED M·G·M!

"10 BEST" CHAMP

ANOTHER M-G-M VICTORY!
ALL-TIME RECORD HOLDER OF "10 BESTS" IN FILM DAILY POLL

M-G-M: 70

Next Companies:
39, 30, 25, 24, 16, 10, etc.



Metro-Goldwyn-Mayer announces with pride a new and most unusual Short Subject—

"FALA AT HYDE PARK"

A PETE SMITH SPECIALTY IN TECHNICOLOR

Even more delightful and heart-warming than the first "Fala" short subject, is this one. Fala's first offering, filmed at the White House, was one of the most successful shorts ever made, and now the beloved canine companion-in-chief to the late President Roosevelt takes audiences on a Technicolor tour of the world-famous Roosevelt estate at Hyde Park. An especially appropriate attraction to commemorate F.D.R.'s Birthday, January 30th.

BOOKED SOLID ON THE LOEW CIRCUIT, STARTING JANUARY 24th

THE EDITORIAL PAGE

CURRENT OBSERVATIONS

The recent years have witnessed increased effort and expenditures by the major and independent distribution companies for what is generally called "pre-selling." Great gobs of money have been and are being spent on elaborate national campaigns to put the potential movie patron in a frame of mind to buy the particular piece of entertainment merchandise when it finally reaches his local movie theatre.

That this effort is not wasted in impressing the exhibitor has been proved by our recent Leaders poll in which the theatremen express their opinions on what they think is good pre-selling.

But the boom years have brought about a strange condition in which too many theatremen appear quite content to let the companies pre-sell the attractions while they (the theatremen) sit back and wait for the crowds to buy tickets. Too little effort is being put forth by showmen to tie local campaigns to the pre-selling job done by the distributors.

It is now generally conceded that the wave of super-prosperity is due to level off, not to depression figures, but to a more normal and wider-spread volume. If such is the outlook for the future, it is high time that a large segment of our showmen got started on a refresher course in show-selling. Some have been away from it so long that one wonders whether they will be able to recapture their former facility for selling shows through the medium of smart showmanship.

It is important that theatremen, individually, start to employ some of the showmanship for which they earned fine reputations. They must aggressively sell their pictures in their communities, using whatever mediums are at their disposal, including some good, old-fashioned ballyhoo. It's been a long time since we've seen much ballyhoo of the sort that made many of today's top showmen outstanding.

* * *

Now that the war is over and transportation expected to ease up, we are looking ahead to the first definite signs of peace, (world peace, not industry peace), in the form of a national exhibitors' convention.

It will be held in St. Louis early in April and will commemorate the beginning of the Theatre Activities Committee of the Motion Picture Industry, something, we might add, entirely new in exhibitor conventions.

Attendance at this inaugural convention should be both interesting and novel for many reasons, not the least being the fact that there will be no passionate speech-making on the theme of saving the poor, downtrodden exhibitor or promising trade practice relief which the proponents and speechmakers know can never come to pass via the convention route.

On the contrary, the St. Louis Convention will feature everything for the exhibitor's interest EXCEPT fantastic promises and play-acting gestures.

Far more vital matters will be discussed especially the need for a united front on legislation and tax matters. A co-ordinated and well organized plan to consider and pass upon on requests for theatre participation in drives, collections and screen use.

And of equal importance, a well handled public relations job that will reflect due credit to the magnificent job you theatremen are doing for the good of your communities.

No exhibitor, independent or otherwise, should permit anything to interfere with his attendance at the St. Louis Convention because he owes it to himself and his industry to get the TRUE facts and determine whether or not he wants to be a part of the TAC.

If we can't promise you miracles we can at least promise you a new kind of a convention with a brand new kind of theme all handled on a common-sense, business-like basis and minus all the theatricals that have been featured in so many pre-war exhibitor meetings.

Yes, something new is going to be presented and you should be there to see the birth of this new idea and new organization. It may be the very thing you have been seeking but never expected to find. Time will tell.

* * *

Announcement has just been made that Ben Serkowich, who, for the past few years, has headed the Capitol Theatre advertising department, has been appointed Director of Advertising, Publicity and Exploitation for Columbia Pictures.

Ben brings to that post a wealth of valuable experience particularly in the field of showmanship and merchandising entertainment to the public. His background will undoubtedly stand him in good stead. We look for Ben to do the same fine sparkling job that has resulted from his handling of every assignment he has tackled during a long and eventful career in film business.

—"CHICK" LEWIS

RKO to Release 16-mm Films to Commercial Theatres Abroad

Speculation as to the imminence of general use of 16-mm. film in the commercial domestic theatre field increased in tempo this week with the announcement by Phil Reisman, vice-president in charge of foreign sales for RKO Radio, that his company will establish a policy of 16-mm. service of RKO films to mobile and permanent installations in foreign countries. The Reisman statement made it plain that experimentation and research in the 16-mm. equipment field had been going on by his company for three years. How far the major companies have gone with respect to plans for application of 16-mm. to domestic distribution for commercial theatres remains a mystery.

RKO Radio follows Loew's International in adopting a 16-mm. policy for the distribution and presentation in foreign countries of all pictures made by these companies.

The Reisman statement stressed that installations and film service in no way were to compete or interfere with present 35-mm. exhibitors, regardless of their attitude toward RKO or its product. "Exhibitors will be encouraged," he added, "to expand their present operations to outlying unserviced areas to supplement present income and to eliminate the possibility of undesirable 'fly by night' operators from entering the field."

Inaugurated Extensive Tests

Reisman's decision, the announcement stated, to supplement 35-mm. exhibitions with 16-mm. films was occasioned by the limited number of 35-mm. outlets which reach only a small percentage of the vast audiences available. Because the cost of providing 35-mm. facilities in many areas not being served with motion pictures would have been prohibitive, the RKO executive three years ago inaugurated extensive tests of all available equipment which proved that although present equipment gave satisfactory performances on a limited operation basis, a heavier, more professional type of projector would be needed. Equipment manufacturers are now developing 16-mm. equipment for theatre operations.

In announcing the program, Reisman pointed out that plans for product are in the formative stage, indicating that action, eye appeal and films which lend themselves to off-stage narrations will be given preference. Dubbing and superimposing of titles will be decided as results of tests now being made are tabulated.

Maroney to Head Program

R. C. Maroney, associated with Reisman during the past five years in setting up the programming and distribution of the Office of Inter-American Affairs films, will head the 16-mm. program. Connected with the industry for several years, having been associated with Educational, Pioneer Pictures, Inc., and Selznick International, Maroney joined the Office of Inter-American Affairs in 1940 to assist Reisman in operating the government's 16-mm. informational program in the other American republics.

Representatives for 16-mm. program are being sent into the field as the occasion requires. A. Bothner-By is already enroute to China to set up plans for the program in that territory, while R. Ycaza, well known in consular and diplomatic circles, will leave shortly for the other American republics.

Canadian Film Section of WFC Holds Final Meet in Toronto

The farewell to the Motion Picture Section of the Canadian National War Finance Committee was observed this week at the Royal York Hotel, Toronto, when the Rt. Hon. J. L. Ilsley, Federal Minister of Finance, paid tribute to the support and cooperation of the Canadian film trade group in connection with the war effort. Heading the motion picture section were J. J. Fitzgibbons, president of Famous Players Canadian Corp.; Vice-President T. J. Bragg, acting president of Odeon Theatres of Canada, and Secretary Ray Lewis.

Film exchange, circuit and independent exhibitor representatives, as well as officials of various government departments identified with the financing and actual prosecution of the war, also attended the closing gathering of the film organization.

Republic Purchases Northwest Franchise From J. T. Sheffield

Republic Pictures Corp. has purchased the franchise rights for the distribution of the company's pictures in the territories served out of the Seattle, Portland, Salt Lake City and Denver branch offices from J. T. Sheffield of Seattle, it was announced this week by James R. Grainger, vice-president and general sales manager.

Personnel in the Sheffield-Republic exchange offices will remain intact Grainger said, and Republic will officially assume charge of the exchanges January 26. Francis A. Bateman, western district sales manager, is in Seattle supervising final details.

Williamson, Jr., Resumes As Warner Atlanta Branch Manager

Reappointment of W. O. Williamson Jr. as branch manager for Warner Bros. in Atlanta, effective immediately, was announced by Ben Kalmenson, general sales manager, on his return from the coast Monday. Williamson succeeds Henry G. Krumm, who resigned recently.

Williamson, who just received his Navy discharge as a Lieutenant (Senior Grade) following two and a half years of service, managed the Atlanta office before joining Uncle Sam.

B & K Increase Matinee Prices

Necessitating the use of emergency tickets of admission until new rolls can be obtained from the printers, week-day admission prices at Balaban & Katz Chicago theatres have been increased on an average of five cents. Matinee price for "A" houses is now 44c; "B" houses, 40c; "C" houses, 35c.

Eastman Made UA District Mgr.

Clayton Eastman, former Paramount Albany branch manager and a veteran of 25 years in the industry, has been appointed United Artists district manager in charge of the Boston and New Haven branches, it was announced this week by J. J. Unger, general sales manager.

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TAC Meets April 1-2

The first national convention of the Theatre Activities Committee of the Motion Picture Industry will be held at the Chase and Park Plaza Hotels, St. Louis, April 1 and 2. The dates and hotels were fixed by agreement between S. H. Fabian, interim committee chairman; Ted R. Gamble, arrangements committee chairman and Harry Arthur, chairman of the convention committee.

Sue to Upset Sale of Theatre to Goldman

A suit to upset the sale of the 69th Street Theatre, Philadelphia, to William Goldman Theatres and to force Goldman to sell the house to the plaintiffs, was filed in the Philadelphia Federal Court last week by Frank and Sara Blum, operators of the Stonehurt Theatre. Pending the requested forced sale to them, the plaintiffs ask that Goldman be enjoined from selling the property or from dealing with the tenants.

In seeking to upset the sale, negotiated last month with the trustees of the Patrick J. Lawler estate by the Goldman interests, the plaintiffs contend that they had an agreement to buy the property for $50,000 cash and to take over a $603,500 first mortgage. They allege that William Goldman, president of the theatre company bearing his name, induced the trustees to "cancel" the agreement and sell to him for $75,000 plus the mortgage.

Purpose of the Goldman company in obtaining the property was to bring pressure on the Stanley Company of America, tenants of the 69th Street Theatre, the complaint alleges. William Goldman Theatres are engaged in litigation with the Stanley Company, it was stated.

Edmund C. Grainger

(The Man on the Cover)

President of Shea Enterprises, Inc., since October, 1940, who is celebrating his 30th year in the film industry. Born in Medford, Mass., 52 years ago last week, Grainger graduated from Boston University Law School and in 1916 entered the industry with his brother, James R., as a State Righter. Service in France with the AAF followed and in late 1919, Grainger became general assistant in the New York office for the Exhibitor's Herald. In 1921 he left to enter the sales contract department of First National, remaining for a year, when he joined Samuel Goldwyn in the same capacity. Upon the merger of Goldwyn with Mayer in 1925, Grainger joined Fox Film Corporation where he advanced from special sales representative to circuit sales head for all New York circuits and finally eastern division manager in 1932. He left the reorganized Fox company in 1936 to join Shea Enterprises as general manager, and on the death of Shea, was made president in October, 1940.

SHOWMEN'S TRADE REVIEW

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Closeups of Names in the Industry News Spotlight This Week



Benjamin Serkowich



Maurice Grad



S. Barret McCormick



Louis S. Lifton

Outstanding in the news this week were the four men pictured above. Benjamin Serkowich, who has been in charge of promotion for MGM Loew's first-run Capitol Theatre in New York, was appointed director of advertising, publicity and exploitation for Columbia Pictures, succeeding David A. Lipton, who resigned to join Universal. Another post was filled at Columbia, that of M. J. Weisfeldt, resigned, when Maurice Grad was named sales executive in charge of the organization's short subject sales department with the title of short subject sales manager. Expected back in New York from Hollywood next Monday (January 28) is S. Barret McCormick, RKO Radio director of advertising, publicity and exploitation, who has been conferring at the company's Coast studios during the past five weeks on campaign plans for forthcoming RKO Radio product. Lou Lifton, advertising and publicity director for Monogram, with headquarters in Hollywood, arrived in New York last weekend for important meetings of Monogram heads in the east.

Paula Gould Appointed Capitol Publicity Head

Paula Gould, for the past five years publicist for Loew's State and Loew's New York circuit, was this week appointed publicity director for the Capitol Theatre to succeed Benjamin Serkowich, who resigned to assume the post of advertising and publicity director of Columbia Pictures.

Jerry Sager, Loew's Criterion publicist, will take over the State Theatre assignment. Sager will be succeeded by Teddy Arnow, Loew field publicity man.

Al Longo, who handled ads and publicity for Loew's Boston theatres before joining the Marines, will become a member of the Loew's home office publicity staff February 4.

Bright Lights Dim English Theatre Grosses, Rose Says

Theatre business in England has dropped approximately 15 per cent from the same period in 1945, because of the lifting of the blackout ban, David Rose, Paramount managing director in Great Britain said this week on his arrival in New York. Rose added, however, that the general overall outlook for theatre business during the next few years is good.

Paramount will make three films in England each year, with the company negotiating for a studio and hopeful of starting production in June, Rose disclosed.

Chicago Censors Viewed 1065 Features, Banned 6 in 1945

The Chicago Police Censor Board reported last week that 4,405,000 feet of film was reviewed by that body during the year 1945. The footage included a total of 1065 features, from which the censor made 193 cuts, gave pink slips (suitable for adults only) to 14 and rejected only six during the entire year.

Tradeshow 'Jones' February 11

Warners have set the national tradeshow of "Cinderella Jones" for February 11. The film co-stars Joan Leslie and Robert Alda, with Edward Everett Horton, S. Z. Sakall, Julie Bishop and William Prince.

Grad Succeeds Weisfeldt As Columbia Shorts Sales Executive

Appointment of Maurice Grad as sales executive replacing M. J. Weisfeldt was announced this week by A. Montague, Columbia's general sales manager. Grad, who has been director of sales promotion for Columbia for the past 13 years, will head the short subject sales department with the title of short subject sales manager.

The new sales executive joined the company in 1932 as assistant to the sales promotion director and was made director of sales promotion the following year. Before coming to Columbia, Grad had been associated with the Graham-Paige International Corp. and with Graham Brothers, automobile manufacturers, as advertising and sales promotion manager.

Earlier in the week Columbia stockholders re-elected the present board of directors at the company's annual meeting held in New York. Members of the board who will serve again are Harry and Jack Cohn, A. Schneider, A. Montague, N. B. Spingold, L. M. Blancke and Donald S. Stralem. The stockholders also approved the issuance of the new preferred stock and again named Price-Waterhouse to act as auditors.

Monogram Gives New Positions to Arthur Greenblatt and Nat Furst

Arthur Greenblatt has been promoted from central division manager to eastern sales manager of Monogram and Nat Furst to New England district manager, it has been announced by Morey Goldstein, general sales manager.

Furst has been with Monogram in Boston and New Haven and is also branch manager in New York. He will remain in charge of the New York branch in addition to his duties as New England district manager.

'Dimes' Drive Start

The industry's 1946 March of Dimes campaign got off to a fast start this week with over 13,000 theatres participating. An acute shortage of raw stock limited the number of trailers available to this number, but in some situations the trailers will be routed to subsequent-run houses where collections will be made a week later. The goal is to top last year's all-time record of $5,978,939.

20th Names Peppiatt District Manager

C. E. Peppiatt, formerly 20th-Fox Washington branch manager, has been appointed a district manager with headquarters in Philadelphia, to supervise that branch, Washington and Pittsburgh, it has been announced by William J. Kupper, general sales manager. Peppiatt will serve under A. W. Smith, Jr., eastern sales manager.

The new district manager succeeds Edgar Moss, veteran 20th-Fox sales executive, who is on a leave of absence. C. Glenn Norris, former Washington salesman, has been named to succeed Peppiatt as branch manager of the Washington exchange.

William Humphries, sales manager of the Philadelphia exchange and with 20th-Fox for 15 years, has resigned to devote all his time to the operation of his theatres in Catasawgua and Lewistown. Samuel E. Diamond, who will work under Sam Gross, branch manager, has succeeded Humphries. Howard Minsky, recent service dischargee, will manage the 20th-Fox Buffalo office, succeeding Ira Cohn, who has been recalled by the home office for special duties. Minsky was formerly with Warners.

Elect 3 to Loew Foreign Board

Three new members of the board of directors of Loew's International Corp. were elected by board members this week. They are David Blum, for the past 15 years director of the company's publicity, advertising and exploitation and who is also studio advisor on MGM productions as they may affect overseas markets; Lt. Colonel Orton H. Hicks, recently named head of Loew's International 16-mm. department and Lt. Colonel George Muchnic, administrative assistant to Arthur M. Loew, company president.

RKO, Loew's Book Film Classics

Loew's Theatres have booked Film Classics' re-issues of two Sam Goldwyn pictures for a circuit run beginning February 5. Films are "These Three" and "Condemned to Devil's Island." RKO's Greater New York Theatres have booked two others, "Come and Get It" and "Beloved Enemy," both starting January 29.

Serkowich to Head Col. Adv., Publicity

Benjamin H. Serkowich, for the past several years in charge of promotion for MGM-Loew's first-run Capitol Theatre in New York, was this week named director of advertising, publicity and exploitation for Columbia Pictures, succeeding David A. Lipton, whose new affiliation with Universal was reported recently.

Originally a newspaper editor and feature writer, with a journalistic career that included the managing editorship of the Peoria *Journal and Transcript,* the city editorship of the Omaha *Bee,* a star-reporter role with the Chicago *Evening American* and staff membership on newspapers in Des Moines, Kansas City, Minneapolis and other principal cities, Serkowich joined Balaban & Katz Theatres in Chicago as a promotion expert and specialized in the creation of spectacular opening campaigns for the circuit's new theatres. These campaigns, first planned and executed by Serkowich, became accepted standard practice, and a "Serkowich opening" became a show business byword.

When B & K and Paramount-Publix merged, Serkowich was placed in charge of all theatre openings nationally and personally supervised the debut campaigns for many of America's principal theatres. Serving as a home office executive for Paramount-Publix in New York, he later joined the RKO Theatres circuit as a special roving theatre executive to "spark-plug" lagging theatre grosses. He resigned to enter his own independent film distribution business, later becoming promotion manager for the Capitol, the post he held prior to his Columbia appointment.

Serkowich, one of the younger pioneers of modern showmanship, particularly in advertising and development of new stars, theatres and films, is one of the industry's most widely-known and popular personalities with publishers, editors, theatre managers and circuit operators. He was active in all the industry's war activities, and a winner of a Sixth War Loan Prize for Showmanship.

New RKO-Pathe Sound Pact Covers Television Recording

A contract covering the rights to record sound films for television as well as theatre presentation, was concluded last week between RKO-Pathe, Inc., and RCA. The new pact provides for the delivery of new RCA sound film recording equipment to the new RKO-Pathe studios, now under construction in New York.

Under the new contract, films bearing the Pathe trademark, such as Pathe News, "This Is America" series and RKO-Pathe's short subjects and industrial films, will continue to be recorded by the RCA Sound System. It is the first pact to be concluded on RCA's new contract basis and provides for license arrangements which RCA expects will stimulate production of sound films for television.

13 1st-Run 'Forest' Bookings

PRC's sales department has completed 13 first-run key city bookings on "The Enchanted Forest," the company announced last week. Among the theatres set are the Strand, Brooklyn; Paramount, Springfield, Mass.; Empire, New Bedford, Mass.; Palace, Jamestown, New York; Tivoli, Michigan City, Ind.; Broadway, Lubbock, Texas; Cactus, Lubbock, Texas; Rialto, Allentown, Pa.; Queen, Wilmington, Del.; Strand, Brownsville, Pa.; State, Jersey City; Century, Rochester, N. Y. and Paramount, Syracuse, N. Y.

Goldhammer Enroute to Coast

Nickey Goldhammer, Film Classics vice-president and general sales manager, is enroute to the coast from New York with stopovers at Chicago and Detroit on business.

Strikes No Hindrance

The General Motors and other industrial strikes which have kept thousands idle in Detroit, some for more than two months, has failed to affect movie theatre box-offices as much as was feared. In some cases, houses have shown substantial increases, and all of the widely publicized films have received outstanding box-office support. Most notable among these were "Spellbound," "The Stork Club" and "The Lost Weekend."

Study Theatre Books To Increase Taxes

In an effort to find new means of revenue, Milwaukee's committee on taxation and financial matters will study the income of film theatres in that city.

Object of the investigation, during which theatre tax returns will be examined, is to set up a graduated scale of license fees for all theatres in the Milwaukee area. At present the theatres pay a flat rate of $30 per year.

The assistant city attorney advised the committee that operators of motion picture theatres have six scales to pay for workers, depending upon income, and it has been suggested that theatres be taxed on the same basis instead of a flat rate.

UA to Add 35-50 Veterans To Its Exchange Personnel

United Artists will increase its field personnel by adding between 35 and 50 people to its exchanges, it was disclosed last week by Gradwell L. Sears, vice-president in charge of distribution, at a two-day meeting of district managers at the Waldorf-Astoria Hotel, New York. Absorption of returning servicemen will be a major factor in the new hirings, with two men being added to branch sales staffs in some cases and a minimum of one in all other instances, Sears disclosed.

The meeting was highlighted by a discussion of current and forthcoming product and company sales policy. J. J. Unger, general sales manager, was in charge of the sessions which were addressed by Edward C. Raftery, president, and Sears.

UA Will Hold Regional Sales Meeting in Chicago Jan. 25-26

The first in a series of regional meetings of United Artists' sales force will be held at the Blackstone, Chicago, January 25 and 26 with Maury Orr, western sales manager, assisted by Rud Lohrenz, district manager, in charge. Meetings will be attended by branch managers, salesmen, office managers and bookers from Chicago, Indianapolis, Milwaukee and Minneapolis.

Subsequent regional meetings will be held to include the entire western territory, while similar meetings will be conducted in the east by Jack Goldhar, eastern sales manager. The southern exchanges will meet under the supervision of Fred M. Jack, district manager.

NTS Adds Furniture Line

National Theatre Supply will be the exclusive distributor in the theatre field of Royalchrome furniture products, under a contract recently concluded between the equipment dealer organization and Royal Metal Manufacturing Co. of Chicago.

'Rebecca' at Victoria March 1

Re-release of David O. Selznick's "Rebecca," first released in 1940, is scheduled to open around March 1 at the Victoria Theatre, New York.

Demand Foreign Films Be Sold Separately

One hundred and thirty exhibitors representing 200 theatres at the annual convention of the Independent Theatre Owners of Ohio in Columbus this week adopted a resolution demanding that foreign pictures be sold on separate contracts and not included in blocks with Hollywood-made product. Exhibitors declared that they had no objection to foreign films but felt the product should be sold separately, especially in view of the large number of such features expected during the year.

Striking at the recently formed Theatre Activities Committee, the convention passed a resolution declaring that any national theatre group cannot pledge theatre screens for any purpose not acceptable to the membership. The resolution opposed a "self-delegated committee seeking to foist any hidden propaganda" through the members' screens.

Another strongly-worded resolution condemned the practice of affiliated theatre chains in acquiring, planning and building new theatres while the government suit is pending. P. J. Wood, ITO secretary, was instructed to transmit a copy of the resolution to each of the defendants, to the Attorney General and "such other officials as he deems advisable."

The convention also went on record as being totally opposed to theatre collections for various causes. Speakers included Maurice Wolf, MGM New England district manager; W. C. Gehring, 20th-Fox western division sales manager and Sidney Samuelson, National Allied director. Also Abram F. Myers, Allied general counsel; Leon Bamberger, RKO sales promotion manager, and Dave Palfreyman of the MPAA. All officers, including Martin G. Smith, president, were re-elected.

American Brotherhood Week Plans Nearing Completion By Skouras

Nationwide organization of the industry for American Brotherhood Week, February 16-24, is rapidly being completed, it was revealed this week by Spyros P. Skouras, 20th-Fox president and national chairman of the industry committee. Sam Shain will be executive assistant to the chairman. Joseph R. Vogel, Loew vice-president; Harry Brandt, ITOA president and Harold Mirisch of RKO Theatres will serve as national co-chairmen of the exhibitors committee.

Charles M. Reagan, Paramount vice-president in charge of distribution will head the distribution committee. Leonard H. Goldenson, also a Paramount vice-president, will be chairman of the home office committee with Harry Goldberg, Warner Theatres advertising and publicity director, serving as national chairman of the advertising and publicity committee.

Republic to Hold Regional Sales Meeting in Cleveland Jan. 28-30

Edward L. Walton, Republic's assistant general sales manager, will meet with Central Division Sales Manager Sam Seplowin and men from that division at a regional sales meeting January 28 to 30 at the Statler Hotel, Cleveland.

Branch Managers Sam P. Gorrel, Cleveland; George H. Kirby, Cincinnati; I. H. Pollard, Detroit and William Feld, Pittsburgh will attend, as will salesmen from these branches.

Mayer Joins MGM's 16-mm. Films

Appointment of Major Seymour Mayer as head of sales-promotion of 16-mm. entertainment films in MGM's world-wide program outside of the United States and Canada for the distribution of entertainment and educational pictures was announced in New York this week by Arthur M. Loew, president of MGM International Corp.

Asks Tax Reduction

A request for a reduction in theatre admission taxes to two per cent instead of the present 10 per cent, was made at Jackson, Miss. last week by Governor Thomas L. Bailey of Mississippi in a joint address to the House and Senate. The present tax has been branded as discriminatory by theatre interests, who were represented in large numbers at Jackson when the Governor made his request.

'Cinderella Jones' Premiere in 20 New England Theatres Feb. 20

Twenty New England theatres will participate in the world premiere of Warners' "Cinderella Jones" on February 20. Bookings include the Strand, Albany; Roger Sherman, New Haven; Strand, Hartford; Warner and Merritt, Bridgeport; State, Waterbury; Strand, New Britain; Palace, South Norwalk; Garde, New London; Palace, Norwich; Palace, Danbury; Warner, Torrington; Capitol, Willimantic; Warner, Worcester; Capitol, Springfield and Palace, Lawrence.

The Boyd, Philadelphia, gets the picture February 21, and the New York Strand opening is tentatively set for the middle of March.

Maj. Chadwick Back from China

Major Lee Chadwick, former Hollywood agent and son of I. E. Chadwick, president of the Independent Producers Association, returned last week from China, where he was Intelligence officer for a fighter group. Upon his discharge in March, Major Chadwick plans to return to some phase of picture production.

O'Donnell Names General Committee for Tenth Annual Variety Club Convention

Formation of a general committee of 30 top industry executives for the 10th annual convention of the Variety Clubs of America to be held May 16-18 at the Astor Hotel, New York, was announced this week from Dallas by R. J. O'Donnell, national chief barker, who is sharing the executive chairmanship of the meeting with "Big Boss" John H. Harris, with "Chick" Lewis as assistant executive chairman.

Appointed to the general committee were Barney Balaban, Nate J. Blumberg, Harry Brandt, Steve Broidy, Jack Cohn, Thomas J. Connors, George Dembow, Ned E. Depinet, Si Fabian, Leonard Goldenson, James R. Grainger, W. Ray Johnston, Ben Kalmenson, Harry Kalmine, J. J. Maloney, Abe Montague, Richard Owen, N. Peter Rathvon, Charles M. Reagan, Herman Robbins, William F. Rodgers, A. K. Rowswell, E. M. Saunders, Jr., Nicholas M. Schenck, William A. Scully, Gradwell Sears, Spyros Skouras, Harry Thomas, Joseph Unger and Herbert J. Yates.

A. K. Rowswell, chairman of the Humanitarian Award Committee, again stressed that no member of the Clubs is a member of the Award Committee, which consists of outstanding newspaper publishers, editors, commentators and educators. Each year the award winner selected by them is given a Silver Plaque, Scroll and a check for $1000. J. J. Maloney of Pittsburgh, chairman of the National Heart Committee, has requested each Tent to prepare its Heart (Charity) report for presentation at the convention and a committee of three will select the Tent which did the most outstanding charity job. This Tent will be awarded the annual Charity Citation Plaque. Last year's winner was Texas.

O'Donnell will meet with the general committee in New York in early February to further plans and to form sub-committees to handle convention detail and routine and the Humanitarian Banquet to be held May 18 in the Astor's grand ballroom.

Abe Dickstein Promoted By UA As Assistant to Schnitzer

Abe Dickstein, United Artists New York exchange office manager for the past three years, has been appointed assistant to Edward M. Schnitzer, home office executive, it was announced this week by J. J. Unger, general sales manager. Dickstein, who assumed his new duties immediately, joined UA's contract department in 1933 and was promoted to office manager in 1942. Herb Richek succeeds Dickstein as office manager under Jack Ellis, branch manager.

Hazen, Wallis Confer on Coast

Joseph H. Hazen, president of Hal Wallis Productions, Inc., is on the coast conferring with Wallis and Henry Ginsberg, Paramount studio head, on production plans for "Top Secret," atomic-bomb story. The budget on the film will exceed all prior Wallis productions made independently for Paramount.

Two B'way Openings Set

Columbia's "Pardon My Past" is scheduled to have its New York premiere at the Globe on January 26. On the same day, Paramount's "People Are Funny" will open at the Globe's sister house, the Gotham.

Caplan Added to Connor's Staff

Morris Caplan, 20th Century-Fox branch coordinator and with the company for 26 years, has been added to the personal staff of Tom Connors, vice-president in charge of distribution. Caplan will serve as special statistical assistant.

Sokol Heads DeVry 35-mm. Sales

Lt. William R. Sokol, recently released from the U. S. Navy after three years service, has been appointed sales manager of the 35-mm. division of DeVry Corp., it was announced last weekend by W. C. DeVry, president.

Wagner Sign Issuing Catalog

Wagner Sign Service, Chicago, manufacturer of marquee displays and letters, has a new catalog, covering the company's complete line, now in preparation. It soon will be distributed in the theatre field.

'Bascomb,' 'Hoodlum' Tradeshows Set

MGM will tradeshow "Bad Bascomb" and "The Hoodlum Saint" in all exchange areas February 4.

Carolina Owners Name Ben Strozier President



FILM MEN AT CAROLINA THEATRE OWNERS MEETING. Seen above in attendance at the 34th annual convention of the Theatre Owners of North and South Carolina, held in Charlotte, N. C., January 20-21, are (lr): Rovy F. Branon, local RKO branch manager; Frank Beddingfield of B & L Enterprises, Chief Barker of local Variety Club Tent; Cy Dillon, Republic branch manager and First Assistant Chief Barker; Leon J. Bamberger, RKO sales promotion manager, New York, and Louis J. Alleman II, local RKO publicity representative.

Attended by more than 450 exhibitors and other industry people, the 34th annual convention of the Theatre Owners of North and South Carolina, held early this week at the Charlotte Hotel, Charlotte, N. C., elected Ben L. Strozier, of Rock Hill, S. C., president, to succeed A. F. Sams, Jr., of Statesville, N. C. George Carpenter, Valdese, N. C., and J. C. Long, Charleston, S. C., were elected first and second vice-president, respectively. Mrs. Walter Griffith was re-elected secretary-treasurer.

Directors named included P. A. Little, Sam Trincher, H. F. Kincey, H. H. Everett and H. D. Hearne, all of Charlotte; H. R. Berry, Hartsville, S. C.; H. E. Buchanan, Hendersonville, N. C.; Charles Arrington, Rocky Mount, N. C.; J. B. Harvey, Clover, S. C.; Glenn Davis, Louisberg, S. C.; Roy Rowe, Burgaw, N. C.; Ben Reeves, Sparta, N. C.; George W. Parr, Lancaster, S. C.

Henry Reeve of Menard, Texas, president of the Texas Theatre Owners, Inc., and Nat M. Williams, Thomasville, Ga., president of the Southeastern Theatre Owners Association, addressed the theatre owners, who protested the tendency toward independent salacious "road-show" films and passed a resolution condemning distributors' use of local checkers on percentage pictures.

Heads Studio Publicity

Frank P. Rosenberg has been appointed to the position of publicity director of the Columbia studio replacing Whitney Bolton, it was announced by Columbia Pictures. Rosenberg was formerly head of Columbia's exploitation department in the east.

BOX OFFICE SLANT

Swing Parade of 1946

Monogram **Musical** **74 Mins.**

AUDIENCE SLANT: (Family) An entertaining musical that has the jive of Louis Jordan and his Tympany Five, the singing of Connee Boswell and the comedy of the Three Stooges besides Gale Storm and Phil Regan in the leads, for the amusement of the average theatregoer.

BOX-OFFICE SLANT: A top-flight musical worthy of a topspot in most situations.

Cast: Gale Storm, Phil Regan, Edward Brophy, Mary Treen, John Eldredge, Russell Hicks, Leon Belasco, Windy Cook, the Three Stooges, Connee Boswell, Louis Jordan and his Tympany Five, Will Osborne and his Orchestra. **Credits:** Produced by Lindsley Parsons and Harry A. Romm. Directed by Phil Karlson. Screenplay by Tim Ryan. Original story by Edmond Kelso. Photography, Harry Neumann.

Plot: A young girl is sent to a night club to serve papers that would close the place. This is all caused by a feud between the owner and his father, who is trying to stop his son's ventures into such undignified business. Instead of serving the papers, she is auditioned and lands a spot in the show. She and the owner fall in love and together they win the father over to their side.

Comment: This top-flight musical will entertain average audiences everywhere. It is a light, diverting comedy tunefully and attractively presented with several outstanding song numbers and music and jive by Louis Jordan and his Tympany Five. Among the songs presented are such melodic tunes as Just a Little Fond Affection, Stormy Weather and Oh Brother. Particularly good is Jordan's interpretation of the song Caldonia, which will please the jive addicts no end. Connee Boswell takes care of several numbers in her own inimitable fashion and Gale Storm and Phil Regan satisfactorily sing the others. Comedy gags, which are milked dry for laughs, are handled by the Three Stooges. Miss Storm is her usual able, attractive self in the romantic lead opposite Regan. With his understanding direction Phil Karlson has pointed up to advantage all the song and production numbers and interspersed the comedy and music well. Credit for this unusually good musical goes to Harry A. Romm and Lindsley Parsons, co-producers.

Face of Marble

Monogram **Horror** **72 Mins.**

AUDIENCE SLANT: (Adult) Voodoo spells to keep horror-minded fans on the edge of their seats.

BOX-OFFICE SLANT: Good for action houses and satisfactory companion feature for double bills.

Cast: John Carradine, Claudia Drake, Robert Shayne, Maris Wrixon, Willie Best, Thomas E. Jackson, Rosa Rey, Neal Burns, Donald Kern, Allan Ray. **Credits:** Directed by William Beaudine. Screenplay by Michel Jacoby from an original story by William Thiele and Edmund Hartman. Photography, Harry Neumann. Produced by Jeffrey Bernerd.

Plot: A scientist and his helper find the body of a sailor on a stormy coast, and bring him to life with a face of marble. A lightning bolt hits their experimental station, ruining the experiment. Meanwhile the housekeeper, devoted to her mistress, employs voodoo in murdering the scientist. When police get on the trail, she commits suicide.

Comment: This picture will get by as a secondary feature, and will fare best in neighborhood runs where kid audiences predominate. John Carradine does his best by often-stilted lines, and Thomas E. Jackson is excellent as the detective. Story is not as heavy on "horror" material as is usually prevalent in such offerings, and direction doesn't put stress on great suspense. Rosa Rey, as the hendish housekeper, is too dramatic in her histrionics. Claudia Drake and Maris Wrixon are adequate, providing feminine scenery for the male fans. The handsome Great Dane works in smooth style.

Legion of Decency Ratings

(For Week Ending January 26, 1946)

SUITABLE FOR GENERAL PATRONAGE

Six-Gun Man

SUITABLE FOR ADULTS ONLY

Black Market Babies
Madonna of the Seven Moons
The Hoodlum Saint
Tars and Spars
Fear
Swing Parade of 1946
The Truth About Murder

OBJECTIONABLE IN PART

The Flying Serpent

Madonna of the Seven Moons

Universal **Drama** **89 Mins.**

AUDIENCE SLANT: (Adult) An absorbing drama whose split-personality theme should provide excellent entertainment for all types of audiences—especially the women.

BOX-OFFICE SLANT: Will make a satisfactory topper for the situations where a good drama is the main issue and give substantial support wherever name-draw is more important.

Cast: Phyllis Calvert, Stewart Granger, Patricia Roc, Peter Glenville, John Stuart, Reginald Tate, Peter Murray-Hill, Dulcie Gray, Alan Haines, Hilda Bayley, Evelyn Darvell, Nancy Price, Jean Kent, Amy Veness. **Credits:** Produced by R. J. Minney. Directed by Arthur Crabtree. Photography, Jack Cox.

Plot: The shock of an assault upsets a young convent girl to such an extent that she becomes a split personality from then on. Shortly after she leaves the convent she marries, has a baby, and three times in the course of the next 20 years she disappears, and then returns of her own volition, without knowing where she'd been. On her last escapade she is found by her daughter living with a thief in the slums of Florence. She is killed in a jealous fight between another girl of the slums and a man she believes is her lover.

Comment: This English-made picture with an entire English cast is good entertainment for everyone. It will make a very satisfactory topper for the situations where an absorbing drama, with good performances, is the main issue. It will also give substantial support wherever the clientele seeks name pictures. Unlike many other British pictures on the market, there is no difficulty with the dialog—it is always clear and understandable. The theme of a woman with a split personality or what one would call a "Jekyll and Hyde," is one that should appeal not only to metropolitan audiences but to many in the small towns, for stories of this type have a definite attraction for most women. Direction is good, performances outstanding and in one of the leading roles is Patricia Roc, the young lady who recently played a role in Universal's "Canyon Passage." This should help to familiarize the American public with her face and acting ability.

A Guy Could Change

Republic **Drama** **65 Mins.**

AUDIENCE SLANT: (Family) Dull for the most part but may satisfy some segments of the movie-going population, those for instance, who do not demand plausibility in their screen stories and characters.

BOX-OFFICE SLANT: Obviously designed for double bill programs.

Cast: Allan Lane, Jane Frazee, Twinkle Watts, Bobby Blake, Wallace Ford, Adele Mara, Mary Treen, Joseph Crehan, Eddie Quillan, Gerald Mohr, George Chandler, Wm. Haade, Betty Shaw. **Credits:** Associate producer and director, William K. Howard. Photography, John Alton. Screenplay by Al Martin based on a magazine story by F. Hugh Herbert.

Plot: Allan Lane's wife dies at the birth of their daughter, Twinkle Watts, and although he provides well for the child he becomes embittered and sees as little of her as possible. The youngster goes to Lane's employer and complains that the hard work assigned to her father permits him no time for his daughter. The employer, Joseph Crehan, admonishes Lane, who changes his attitude, aided by his falling in love with Jane Frazee. The two plan to marry, become embroiled in a gun fight with escaped convicts. When Lane gives a tranfusion to Miss Frazee the daughter is satisfied with the wedding plans, since she argues that Miss Frazee's blood will be the same as her own.

Comment: Trite dialogue and miscasting on the part of Miss Twinkle Watts, change this picture from what might have been at least a fairly entertaining film into a dull, uninteresting one. While Allan Lane and Jane Frazee do well with the parts assigned to them and the supporting players are capable, the whole thing falls apart each time that Miss Watts appears on the screen. In this film she is singularly unattractive, and reads her lines very badly. She might do well in another part but in this one Miss Watts is most inept. The situations are unconvincing and there is no conviction in the transition of Lane's character from a man whose pleasant disposition changes at the death of his wife to a guy who is sour on the whole world and who blames his unhappiness on the birth of his daughter treating her unkindly, to say the least and who later realizes the errors of his ways and becomes the kindly parent.

Three Strangers

Warner Bros. **Drama** **92 Mins.**

AUDIENCE SLANT: (Adult) The ingenuous plot, excellently acted, will intrigue adult audiences.

BOX-OFFICE SLANT: The three marquee names will attract initial attention, but the film will require concentrated exploitation activity to get the most out of its possibilities.

Cast: Sydney Greenstreet, Geraldine Fitzgerald, Peter Lorre, Joan Lorring, Robert Shayne, Marjorie Riordan, Arthur Shields, Rosalind Ivan, John Alvin, Peter Whitney, Alan Napier, Clifford Brooke, Doris Lloyd, Stanley Logan, Holmes Herbert, Ian Wolfe, Connie Leon, Colin Kenny, Olaf Hytten, Eric Wilton, Keith Hitchcock, Leslie Denison, Leyland Hodgson, Alec Craig, Reginald Sheffield, Benny Burt. **Credits:** Original screenplay by John Huston and Howard Koch. Directed by Jean Negulesco. Produced by Wolfgang Reinhardt. Photography, Arthur Edeson. Musical director Leo F. Forbstein.

Plot: Geraldine Fitzgerald picks up Sydney Greenstreet and Peter Lorre in London during a Chinese New Year's Eve celebration for the express purpose of carrying out the

(*Continued on Page* 17)



Announcing

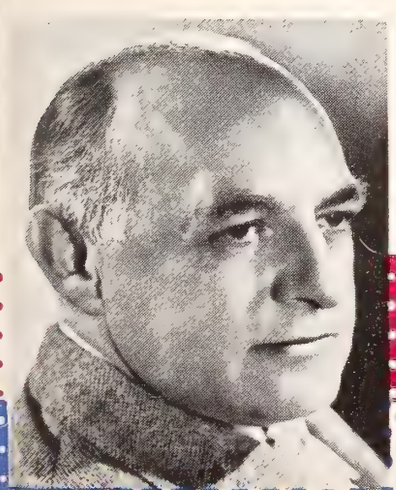
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January 15th — June 27th



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JACK COHN
Executive Vice-President



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Rube Jackter
George Josephs
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A. Montague
Seth Raisler
Louis Weinberg



15 Years

TOM BALDWIN
Kansas City
Branch Mgr.



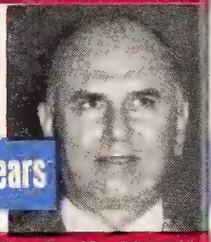
22 Years

N. J. COHN
New York
Division Mgr.



13 Years

C. A. GIBBS
Oklahoma City
Branch Mgr.



15 Years

A. H. LEVY
Pittsburgh
Branch Mgr.



22 Years

I. H. ROGOVIN
New England
Division Mgr.



19 Years

L. E. TILLMAN
San Francisco
Branch Mgr.



Years

W. C. BALL
Los Angeles
Branch Mgr.



17 Years

J. R. BEALE
Portland
Branch Mgr.



17 Years

H. C. BISSELL
Albany
Branch Mgr.



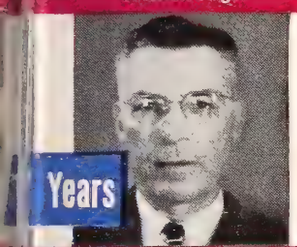
15 Years

BEN CAPLON
Washington
Branch Mgr.



13 Years

H. J. CHAPMAN
Minneapolis
Branch Mgr.



Years

W. GUY CRAIG
Indianapolis
Branch Mgr.



22 Years

H. DUVALL
New Orleans
Branch Mgr.



16 Years

M. H. EVIDON
Des Moines
Branch Mgr.



21 Years

PHIL FOX
Buffalo
Branch Mgr.



17 Years

S. A. GALANTY
Mid-Eastern
Division Mgr.



Years

JOSEPH GINS
Detroit
Branch Mgr.



15 Years

C. D. HILL
St. Louis
Branch Mgr.



14 Years

R. C. HILL
Denver-Salt Lake
Supervisor



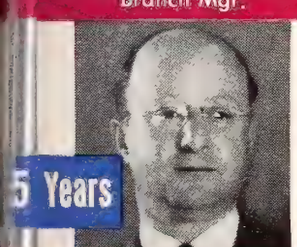
18 Years

R. J. INGRAM
Southeastern
Division Mgr.



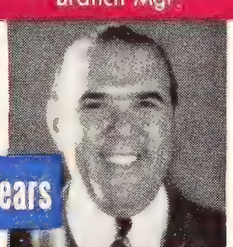
16 Years

J. H. JACOBS
Omaha
Branch Mgr.



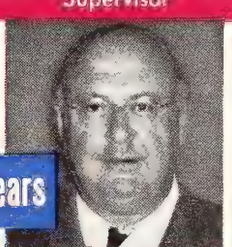
5 Years

B. J. LOURIE
Chicago
Branch Mgr.



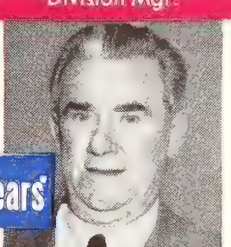
19 Years

B. C. MARCUS
Mid-Western
Division Mgr.



15 Years

A. S. MORITZ
Cincinnati
Branch Mgr.



25 Years

T. F. O'TOOLE
New Haven
Branch Mgr.



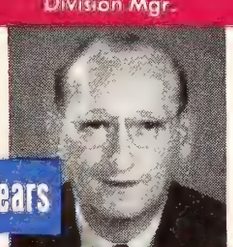
19 Years

J. J. ROGERS
Memphis
Branch Mgr.



3 Years

GEORGE ROSCOE
Charlotte
Branch Mgr.



16 Years

O. J. RUBY
Milwaukee
Branch Mgr.



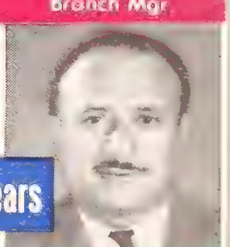
14 Years

JEROME SAFRON
Western
Division Mgr.



15 Years

W. G. SEIB
Salt Lake City
Branch Mgr.



16 Years

CARL SHALIT
Central
Division Mgr.



19 Years

SAUL TRAUNER
New York
Branch Mgr.



18 Years

J. B. UNDERWOOD
Southwestern
Division Mgr.



17 Years

I. N. WALTON
Seattle
Branch Mgr.



20 Years

H. E. WEINER
Eastern Pa. & Southern
N. J. Div. Mgr.



16 Years

LESTER ZUCKER
Cleveland
Branch Mgr.

The years specified represent the time these men have been associated with the distribution of Columbia Pictures.


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SHE WOULDN'T SAY YES starring ROSALIND RUSSELL · LEE BOWM
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KISS and TELL starring SHIRLEY TEMPLE
Gay, girl-whirling musical!
TARS and SPARS
starring
ALFRED DRAKE · JANET BLAIR · MARC PLATT
Hilarious down-to-mirth comedy!
PARDON MY PAST starring FRED MacMURRAY, with Marguerite Chapman


Spectacular TECHNICOLOR love and adventure!
THE BANDIT OF SHERWOOD FOREST starring CORNEL WILDE
in TECHNICOLOR
Suspense-filled romance and intrigue!
PERILOUS HOLIDAY starring PAT O'BRIEN, with RUTH WARRICK
Thrill-crackling TECHNICOLOR action!
RENEGADES with Evelyn Keyes · Willard Parker · Larry Parks
in TECHNICOLOR
Sensational dramatic romance!
GILDA starring RITA HAYWORTH, with GLENN FORD

The officers, directors, and the thousands of Columbia personnel at home . . . and in the far-flung places beyond the seas, where, too, Columbia's banner is held high . . . express their thanks and appreciation to exhibitors, who, by their support and cooperation, have made this 25th Anniversary possible . . . have given it the importance we have hoped for . . . and have marked it as a momentous year in the history of Columbia Pictures Corporation.

PRINTED IN U.S.A.

BOX-OFFICE SLANTS

Three Strangers

(*Continued from Page* 10)

tenets of a Chinese legend which states that three strangers brought together on this evening may make a wish and the wish will come true. They buy shares in a Sweepstakes ticket, and draw a starting horse. Greenstreet, a solicitor, has misused funds entrusted to him, faces prison and tries to sell his share of the ticket before the race. Lorre, in a drunken stupor, becomes involved in a murder and goes to jail to await sentence. He is cleared however, and hearing of the ticket's success in the draw goes to Miss Fitzgerald's apartment in time to witness Greenstreet's demand for the ticket's sale before the race and his murder of Miss Fitzgerald when she refuses to sell by terms of their original agreement. The two hear the race results, via radio, discover their horse has won but that they cannot cash the ticket, the only thing that can connect them with Miss Fitzgerald's murder.

Comment: The very ingenuousness of the involved plot, the manner in which the parts dovetail cleverly at the denouement and the excellent script, direction and performances make this a stand-out picture. It has been given everything possible in the way of production facilities and values and has been handled by the director and players in top-drawer fashion. Had star names been added, the film might not have been improved as far as entertainment is concerned, but might very well have acquired additional drawing power. However, its box-office chances are not bad. Sydney Greenstreet, Peter Lorre and Geraldine Fitzgerald are excellent as are Joan Lorring and Alan Napier in supporting roles. The picture is good, suspenseful entertainment and should prove to be thoroughly entertaining for adult audiences, particularly the more sophisticated.

The Virginian

(Color)

Paramount **Western** **90 Mins.**

AUDIENCE SLANT: (Family) Contains all the elements of the standard western plus several high dramatic moments and should please all types of theatregoers.

BOX-OFFICE SLANT: This superb version of the Owen Wister classic is capable of hitting the high spots in box-office results, particularly since it is buttressed with such substantial draw names as Joel McCrea, Brian Donlevy, Sonny Tufts and Barbara Britton.

Cast: Joel McCrea, Brian Donlevy, Sonny Tufts, Barbara Britton, Fay Bainter, Henry O'Neill, William Frawley, Bill Edwards, Minor Watson, Tom Tully, Vince Barnett, Martin Garralaga, Paul Guilfoyle, Marc Lawrence, James Burke, Al Bridge, Nana Bryant. **Credits:** Screenplay by Frances Goodrich and Albert Hackett. Adaptation by Howard Estabrook based on the novel by Owen Wister and the play by Kirk LaShelle and Owen Wister. Photography, Harry Hallenberger. Technicolor color director, Natalie Kalmus. Associate, Robert Brower. Produced by Paul Jones. Directed by Stuart Gilmore.

Plot: The time is 1885, the place Wyoming, to which Barbara Britton comes to teach school. She falls in love with Joel McCrea, although she violently disagrees with his interpretation of law and order typified by his hanging of Sonny Tufts, his best friend, for cattle rustling. Brian Donlevy, leader of the outlaws, who escapes at the time Tufts is captured, shoots McCrea from ambush and months later challenges him to "get out of town." In the ensuing gun battle Donlevy is killed and Miss Britton come to realize the necessity of such methods until established law and order eliminate violence in the western territories.

Comment: The classic, and many-times tested, Owen Wister classic of the old west here receives a quality of direction and acting which makes the dramatic moments stand out in a film that in itself is a standout. The picture gives the highly melodramatic romance a lighter touch than has been accorded this play in previous productions. This, if anything, adds to the compelling factors of the story. Joel McCrea's interpretation of the central character is more realistic than the earlier screen rendition by Gary Cooper, with a result that gives more life to the character and adds immeasurably to the attractiveness of The Virginian. How much of this new attractiveness can be attributed solely to acting ability of the star, rather than to his own magnetic personality, it is difficult to estimate. However, McCrea's The Virginian, is one that will prove delightful to all types of audiences. Brian Donlevy as Trampas is sufficiently menacing as to convince anyone. Sonny Tufts, too, is excellent as the irresponsible cowhand whose easy-money proclivities causes his death at the hands of his best friend, and Barbara Britton is sufficiently beautiful and prim as the school-teacher whose New England law-and-order background gives her many horror-stricken moments at the violence and lawlessness of the time. Production is excellent and the Technicolor outdoor photography is beautiful. Much of the production's excellence may be attributed to the fine directorial effort of newcomer Stuart Gilmore, whose steady, deft handling of the players and situations creates the convincing moments of deep suspense with which the film is invested. Paramount's inclusion of the famous line, "When you say that, smile," undoubtedly will bring snickers to some audiences, but without the line it could not be "The Virginian." This is bound to do much better than good at the nation's box-offices. Strong exploitation efforts should be accorded it.

They Made Me a Killer

Paramount **Drama** **64 Mins.**

AUDIENCE SLANT: (Adult) A good murder drama for average audiences.

BOX-OFFICE SLANT: Should make a satisfactory companion offering on any bill.

Cast: Robert Lowery, Barbara Britton, Lola Lane, Frank Albertson, Byron Barr, Edmund MacDonald, Ralph Sanford, James Bush, Paul Harvey, John Harmon, Elizabeth Risdon. **Credits:** Directed by William C. Thomas. Screenplay by Geoffrey Homes, Winston Miller & Kae Salkow. Photography, Fred Jackman.

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2000 Attend Bronx Brotherhood Rally



BROTHERHOOD SPONSORS. These clergymen participated in American Brotherhood Week Rally show held at the Skouras Park Plaza Theatre, Bronx, New York as a forerunner of Motion Picture Industry participation in American Brotherhood Week, sponsored by the National Conference of Christians and Jews, to be held nationally February 16 to 24. Left to right: Father John Manning, pastor of Holy Spirit Church; Rev. Robert E. Schwenk, Featherbed Lane Presbyterian Church; Rabbi Simon E. Kramer, Hebrew Institute of University Heights; Dr. Alpheus C. Robbins, Minister Calvary Methodist Church; Rabbi Edward Schoenfeld, Jewish Center of University Heights and Capt. Stanley E. Smith, Chaplain, Second Service Command USA.

Focussing national attention on the coming American Brotherhood Week, sponsored by the National Conference of Christians and Jews, February 16 to 24, the Skouras Park Plaza Theatre, Bronx, New York City, conducted a rally and special show which was attended by civic and religious leaders last week.

The theatre opened its doors at 10 o'clock the morning of the rally, with 2000 neighborhood school children from 12 to 16 years of age admitted free. The youngsters were accompanied by teachers, members of Parent-Teachers Associations and others interested in cementing inter-faith relations.

Public, high and parochial schools were dismissed early to permit the children to attend the show with Sisters of the Holy Spirit Parochial school in charge of groups from that institution and the higher grade students and teachers of MacCombs Junior High School also attending in a body.

Five carefully chosen short subjects comprised the show including the now famous "The House I Live In" starring Frank Sinatra; "Beachhead to Berlin," "Palestine Problem," "Vatican," and "It Happened in Springfield" all accenting the message of inter-faith unity.

At the conclusion of each film, clergymen representing different faiths made brief addresses.

School authorities and religious bodies expressed satisfaction and pleasure with the initial rally and promised full cooperation in forthcoming inter-faith events.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

The Know-How of Public Relations

By Jack Jackson

The vastly important activity known as public relations is here discussed by a showman who has to his credit many very notable achievements in that field of endeavor. Cited as examples of men who never neglected the all-important Public Relations work are outstanding showmen who immediately will be recognized as members of the top flight figures of the amusement world and they can be an inspiration to the younger men in theatre work as well as living proof that there is a definite connection between "public spiritedness" and success in show business.

"Just what does a fellow get out of being one of those active, credible citizens you're always talking about other than a lot of hard work and undeserved criticism?"

That question was recently put to me by a theatreman who has spent many years in the business and who now owns and operates three small theatres.

I gave him what I considered an intelligent answer but way back in the recesses of my mind I could not keep from thinking that here, standing before me, was an excellent example of the difference between a theatre operator and a showman. Here was an "in the flesh" illustration of the absence of sound thinking that marks the abyss between the self-centered mentality of a commercial introvert and the relatively cosmic vision and aims and deeds of the E. V. Richards, the Elmer Rhodens, The Karl Hoblitzelles, the Marty Mullins, the Phil Chakeres, the Tony Sudekums and others who have won lasting distinction not only as successful theatre operators but as leaders in community affairs and as public benefactors.

This man before me is the walking, talking prototype of poor citizenry and failure. Perhaps his bank balance is sound enough, but his mental balance is so shaky that he is no asset to the community and thus is a social failure while his prospects of ultimate real business success are far from rosy.

This writer has always been a militant advocate of an adage—proven so often that it deserves rating as an axiom—to the effect that no community will ever manifest more interest in a business or an endeavor of any kind than the amount of interest the said business or endeavor manifests in the community. In plain common horse sense, this means that if you want to succeed, you have to go out of your way to show the folks that you are one of them; that you are with them in their adversity as well as their prosperity; that you are not only willing to carry your full share of the load of community responsibility, but stand ready to take on a little extra from the fellow who falls by the wayside. You just can't expect success if you are only a "fairweather" friend to the people you serve.

There are unquestionably many other theatremen who have doubts about the benefits to be derived from participation in community endeavor—who feel effort of this kind to be "thankless."

Mr. Manager (or Mr. Owner), one of the most important phases of theatre operation is in the department of Public Relations and participation in, yes, taking the leadership and assuming the bulk of responsibility for the success of charity drives, welfare crusades, cleanup programs, church activities, convention planning, etc. That is the surest and fastest way of cementing your public relations maneuvers into an integral part of community progress.

That fellow I started talking about up front may as well have asked me: "What can public relations do for my business?" And the answer to that question is worthy of considerable discourse.

As a theatreman your first line of public relations is, of course, the service staff. The other activities that go to make up the program of this department are, for the most part, extraneous to actual theatre operation. The functions are many and varied.

Probably the most ticklish of all public realtions to handle is the political office

(*Continued on Page* 20)

Keep Sidewalks Clear, House and Lobby Warm

Local ordinances and the ever-present police officer who sees to it that theatres, as well as every business organization, keep their sidewalks clean of snow and ice takes care of some of the accident prevention precautions that should always be in the mind of every theatre manager. And if the police department doesn't enforce the law the insurance company will. But the theatre manager should enforce such a regulation himself.

It is well to remember that whether a person is a patron of the theatre or not, if he slips and falls in front of a theatre, because of accumulated snow or ice, the theatre and often the theatre manager is liable for damages.

Every theatre should be equipped with a snow shovel, scraper and broom and with a supply of rock salt to be used for no other purpose than the removal of snow and ice from the sidewalks for which the theatre is responsible.

In addition to cleaning the sidewalks, other precautions should be taken, including the removal of accumulated snow from the marquee. Serious accidents have happened from such accumulation. If the weather is above the freezing point, the snow may be flushed off with water, providing there is an outlet for the water (as there should be.) If, however, the temperature has fallen below the freezing mark, or if there is no outlet capable of handling large amounts of water, shovel the snow into the street, being careful to rope off areas so as not to give some passerby a snow bath.

As long as snow is on the ground the theatre should have rubber runners in the lobby so that snow caked on feet will come off on the runner, rather than on the theatre carpeting. Runners with corrugated surfaces are preferable. Avoid runners punched with holes; they often catch high heels.

If the theatre has the facilities, it is advisable to establish a checking service for rubbers, galoshes, umbrellas and other storm appurtenances.

The theatre may be subject to drafts which in many cases may be eliminated by the installation of a set of storm doors in the front lobby.

When snow is deep, a tieup with public transportation facilities is indicated. A two-way tieup by which the theatre's screen advises the use of busses, trolley cars, etc., usually will be acceptable to the transportation companies which will carry your current or coming attraction posters free, in return.

Weather can be terrific opposition to any theatre, but when every step is taken to make things more comfortable for patrons, some of the weather curse is eliminated.

King Goodwill Cole

An ex-GI himself, Manager George Cole of Skouras' Nemo Theatre, has taken on the appearance of Santa Claus in welcoming returned servicemen who hail from his theatre's neighborhood in New York City. It all began back in the days when Gothamites were being inducted into the Army. Cole, in cooperation with the local draft board and friendly neighborhhood merchants, provided going-away parties at the theatre for the boys. Now that they are back, Cole is again on hand to greet them at the Nemo with welcome-home parties as his personal guests.

Safeguarding Theatre Against Emergencies Urged

Few Managers, It Is Held, Have Sufficient Knowledge of Theatre to Avert Disasters

One tremendously important thing that constantly should haunt every theatre manager is the possible worry that he and his staff might be "caught short" in an emergency. When the occasion has occurred, everyone around the indigent theatre suddenly has become unusually efficient in "passing the buck"! But alibis and buck-passing are simply other ways of admitting that a theatre manager is totally unfit to handle the job he holds. All of which is an introduction, (and, it is hoped, one that stimulates thought) to a subject called "safeguarding the theatre against emergencies."

What can constitute the most important elements of theatre operation from the standpoint of safey for patrons and for the theatre itself may be broken down roughly into two sections: safety devices, *per se* and every other possible thing remotely connected with safety!

In a preliminary breakdown something like this is discovered: standpipe hose and connections: fire extinguishers, sprinkler controls, asbestos curtain and fire doors if a full stage is present, electric switches (regular and remote control), emergency lighting equipment fire escapes, panic bolts or other emergency door-opening devices, and last but of perhaps greatest importance, electric master switches.

Results Were Surprising

A few years ago a spot check was made in the form of a survey to find out the percentage of managers who could locate or who even knew about the number of switches existing in their theatres. The answer was surprising and shocking, the positive percentage was so small! Master switches located in projection booths were left to the experts there; those backstage were left to the stage hand, the maintenance man or even to the janitor! In many cases switches located in the cashiers' cages controlled the marquee lighting and other front lighting and the manager didn't even know they existed!

Some managers may resent the implications contained here, but if they are well enough informed about their own operations to know exactly the locations of all switches, they constitute the choice few who rate compliments from immediate superiors about their knowledge and understanding of their own theatre operations.

But They Were Wrong

On the other hand, some managers included in the survey were of the opinion that it was silly and even stupid for them to have to spend their valuable time finding out where every switch was located when various members of their staffs were responsible for those switches. But they were wrong—definitely and positively wrong! As much control as the manager wishes may be delegated to various responsible members of his staff, but it does not relieve him, in any degree, of the necessity of knowing where they are located and what they serve. The occasion may arise when that knowledge may save a theatre from destruction by fire.

Another startling revelation came to hand when it was discovered that out of the managers queried only *three* knew when their extinguishers had been charged! *None* had tested standpipe hoses or connections, and only a few of the several who had full stages in use had tested the efficiency of their asbestos curtains or had inspected the mechanical contrivances that made them work. Only about half had inspected the panic bolts on their exit doors (as part of their regular inspection system) and practically none (exactly two) were present when port-hole shutters in booths were tested. Neither of these two, incidentally, had made any rule about the dates when these inspections must be held! None of these managers with full stage theatres had ever inspected or tried out the stage skylight windows, a vitally important factor in the case of fire. Most of them knew where frequently used switches were located, while about half knew where most of the master switches were, and what they served.

These facts may seem to be a blanket indictment of showmen concerning their lack of sufficient knowledge of their operations to handle any kind of emergency that might occur in their theatres. And as far as the few managers questioned is concerned, it definitely *is* an indictment. It is safe to assert that panic and at least considerable theatre damage would occur should any of these theatres be visited with an emergency—panic and damage that could be averted or at least lessened had these men known their jobs and responsibilities thoroughly.

Must Be Proficient

Let's get down to cases. Operating a theatre is a man-sized job, and no one can honestly claim to be a real manager and to progress in his chosen field if he is not proficient in every phase of theatre operation. Some men are top-notchers in exploitation—they can sell a show. Others are whizzes at front house operation. But it takes a good combination of the two to make the really expert manager.

The old gag about an ounce of prevention being worth a pound of cure has never been better applied than in preparing for theatre emergencies—the damage in life and property can be so great as to scare the thinking man nearly to death.

Preparing for or preventing panic or other emergencies is a matter of nothing more or less than regular routine. It starts with periodical inspection of the theatre itself and all of its appurtenances, together with those employes charged with some specific responsibility. As a rough series of suggestions that may be added to in many ways in accordance with the requirements and physical makeup of individual theatres it might be well to start this way:

Inspect All Outside Ladders

Get up on the roof and see that no rubbish has accumulated that might start a fire or clog the drains. Then inspect all outside ladders to make sure that they haven't started to corrode. Take a good look at the flashing and roofing material to discover possible leaks. Then get into the hanging ceiling, if the theatre has one, and see if lighting coves or fixtures need relamping. See if the cat-walks are properly protected and if there are securely fastened hand-rails in place for employes who might have to use them.

Hanging fixtures that are lowered or can be reached from the hanging ceiling should be done over regularly. The winches should be inspected and the cable should be gone over inch by inch for fraying and possibly imminent breaks. Just the possibility of one of those hanging chandeliers dropping into a theatre audience should give a manager the shivers—thinking about it a moment should be sufficient to prevent any accident, if the thoughts are carried out into inspection and repair.

Flashlight, Overalls, Determination

There are unlimited numbers of suggestions that could be included here but the few that have been presented should be enough to stimulate thought along the lines necessary to keep a theatre in good enough repair so that the possibility of serious accident is eliminated insofar as human ingenuity can do it. By grabbing a flashlight and putting on a pair of overalls, together with a good bit of determination, any manager can get acquainted with his theatre. The acquaintance will pay dividends. What is there to wait for?

MANAGER'S CHECK REMINDER
Fire Prevention

☐ Fire extinguishers. . . . Refill and impress location upon staff.

☐ Are fire doors and shutters in good condition and in good working order?

☐ Inflammable material. . . . Closets and backstage are flagrant violators. Booth must be absolutely devoid of stoves or inflmmable material. Allow no papers to be placed in shutter windows of booth as these may be an impediment to the easy and quick closing of the shutters when fusible link on chain that holds shutters melts.

☐ How long has it been since the staff participated in a fire drill? These drills should be held at least once a month.

☐ If smoking is permitted in the balcony, be sure an attendant is on duty at all times, and that a fire extinguisher is nearby, in case a flame starts in some way from a lighted cigaret.

☐ Inspect all sections of the theatre, including store rooms, janitor's room and other places where storage might cause spontaneous combustion.

Check Water Tank

Now may be a little late for the suggestion. Nevertheless, if the top of the theatre water tank has not been inspected this winter it should be done immediately to determine if it is in good condition to stand the rest of the season's rigors. The ladder, platforms and other tank parts also should be thoroughly inspected. The insulation on the supply pipe should be particularly checked to see if it is in good enough shape to prevent freezing.

The Brass Tacks of Efficient Picture Theatre Management

(*Continued from Page* 18)

holders and aspirants. Adroitness, reserve and diplomacy of exceptional order are required if you are to hold your business on a neutral basis so far as selection and election of political candidates are concerned and still develop and maintain strong, healthy social and personal contacts with members of the body politic.

It has never been and never will be good business practice for a theatre, its manager, its owner or its personnel to be partial in the interest of any candidate, issue or office. Yet, it is highly essential that the theatre as a whole manifest an active impartial interest in all political movements that affect the community. You can be friends with all candidates by the simple process of using the facilities at your disposal to encourage your patrons to go to the polls and exercise their sovereign rights as American citizens on election day. By running trailers and using lobby display boards to encourage registration or the payment of poll taxes to insure their right to participate in coming elections. Use your screen to impartially present vital information about bond issues, etc. In this way you will have the respect of all politicians and yet maintain a healthy neutrality that will protect your interests regardless of the outcome of any contest or issue.

Power of the Screen

Every political aspirant or office holder has a healthy regard for the power of the theatre screen and by the simple process of your using it only for the purpose of getting voters to pay attention to coming events (not in any way attempting to influence their decisions) the working followers of each side or candidate you are impressing all with your sense of fairness while at the same time demonstrating the tremendous power of the weapon you alone can wield.

You cannot afford to be one of those thoughtless business men who often remark that they abhor and refuse to show interest or take part in politics. Politics is the machinery that operates your government and unless the "good" citizens manifest an interest and take active part in the election of officials, they will find themselves governed by laws enacted by the "bad" citizens, who for selfish reasons will take active part in "Politics." Always do your best to get the good citizens—your patrons—to vote. Always go out of your way to emphatically illustrate the strength of screen messages as a vital factor in influencing public opinion. Only in this way can you be certain to win and hold the wholesome respect of political aspirants and office holders.

The very glamor attached to theatre business; the carefree atmosphere we purposely create to mask the hard work that goes into the operation of the theatre; our own false claims that we are in the AMUSEMENT business puts us in the unmerited category of NONESSENTIALS and makes us a mark for every kind of tax that can be conceived in the minds of tax-crazed politicos.

Really theatres do not belong in the AMUSEMENT category but deserve classification as PLACES OF RECREATION—and Dame Nature herself is authority for the recommendation that one third of the period of worldly existence should be devoted to recreation.

Capitalize on Political Friendships

Such reclassification is well to keep in mind whenever you find your business being treated unfairly in tax assessments. But of greater importance is the capitalizing on the political friendships you make through impartial screen messages followed by personal and social contacts. Don't wait until you want something to make the acquaintance and cultivate the friendship of office holders. Start early in their respective careers as office seekers and you can be assured of an attentive audience and a sympathetic ear being given your outpourings of trouble.

Let me caution right here about being unfair yourself in your attitude about taxes, etc. and against any impression I may have left with you that all politicians are out to impose on theatres. The tax situation is always highly controversial and most unfair proposals against theatres are not born of malice. It's simply a burden that everybody wants to dodge, and when John, the shoe dealer, goes to his friend Jim the politician and explains that his business should be relieved of a particular tax burden, Jim has to find some other fellow to take it over, and that somebody usually is one who "don't want any part of politics."

Yell Like Hell

Always be ready to assume your full share of equitable taxation—and that means taxes that are indiscriminately assessed against all citizenry. But get up on your hind legs and yell like hell when they single you or your business out to assume some special issue in which other businesses are not required to participate. Nine times out of ten—if you have been impartially active in politics and enjoyed friendly, social relations with office holders—it will only be necessary for you to point out the unfair position in which your business is placed in order to get the merited relief from proposed tax or ordinance.

I said you should yell like hell but be diplomatic in your yelling. Don't threaten. If you've handled your own political participation impartially the fellow you're talking to is overly conscious of the potency of your screen as an instrument to run him out of office should he gain your enmity through unfair or questionable methods.

When I started this article it was my intention to brush over the general scheme of the more important items comprising "public relations," but the subject is too vital and too intricate to cover in any one episode. There is so much in the way of tax proposals facing theatre operation that additional space is needed and an attempt to discuss and analyze the impending situation will be made in a follow-up article.

In the meantime let me advise that if you don't know your state and national Representative and Senator, you cultivate their acquaintance at the earliest possible moment. You're going to need them and need them badly. Also that, if you and your entire staff of employes are not considered among the best liked folks in the vicinity of your theatre, begin rehabilitating or making changes until you and your organization become a formidable factor to be consulted and solicited to participate in any and all civic ventures affecting the welfare or living conditions of the people who are your customers.

Clough Sponsors Basketball Club

Herbert (Bert) Clough, manager of Golden State's Lorin Theatre, Berkeley, California, has added to his many self-assigned jobs for community welfare the sponsorship of the South Berkeley "Bull Dogs," basketball team of an inter-racial group of youngsters. Clough is equipping the team with uniforms by the expedient of inducing each South Berkeley merchant to sponsor one boy.

Clough took on this latest assignment after having completed one of the most vigorous and fruitful community efforts for the holiday season. He gave 2000 kids of the neighborhood a free show, plus presents for a Christmas gift, distributed 1000 presents to various children's hospitals and homes—all of which he promoted through merchant cooperation. He tried to promote some Christmas decorations for the town square and when this didn't jell, Clough borrowed a P.A. system, hung the horns over his marquee, and flooded the entire square twice daily, for half-hour periods, with music.

Cahalan Wins CC Award for 'Service to the Community'

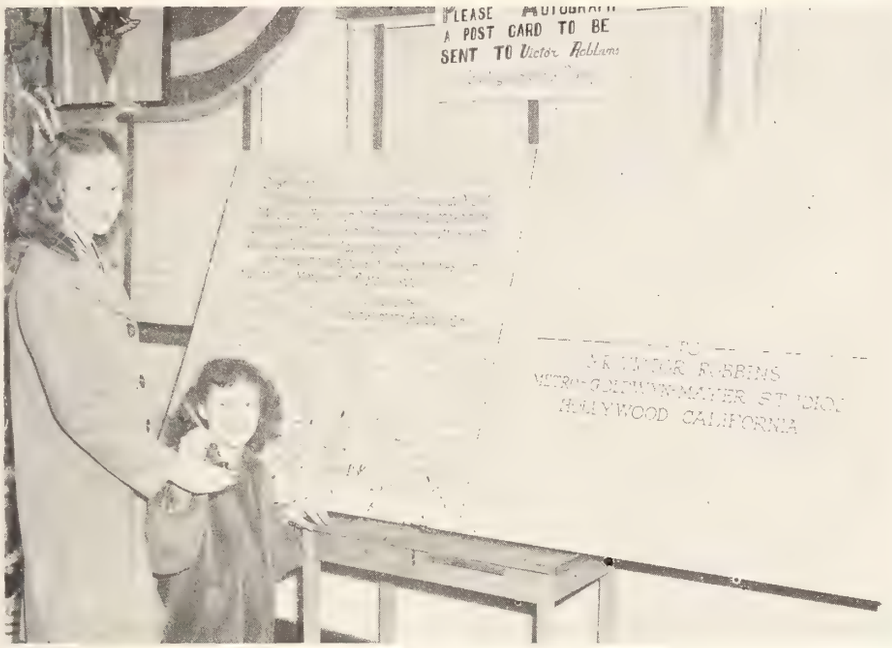
Francis J. Cahalan, manager of the Magnet Theatre, Claremont, N. H., received the award for "distinguished service" to the community presented annually by the Junior Chamber of Commerce of the town.

The presentation was made at a "silver anniversary" banquet of the Junior Chamber held in Claremont on January 18, and at which Governor Dale of New Hampshire was the principal speaker.

Enforce 'No Smoking' Rule

In certain areas of the theatre the "no smoking" rule should be rigidly enforced, particularly in the booth and backstage. A frequent check will reveal whether or not the rule is maintained. Prominently posted "No Smoking" signs will help.

SELLING THE PICTURE



HAIL HOME TOWN BOY WHO MAKES GOOD. When a local Parsons, Kansas, boy made good in MGM's "Twice Blessed," Arthur Turner, Parson Theatre manager, set up this huge postcard in the lobby and asked everyone in town to sign their names under the congratulatory salutation. Needless to mention, everyone in town did sign.

Des Moines Tribune Pleads for Theatre Movie Programs for Special-Age Groups

The fight for special movie programming for certain age groups is currently finding favor in isolated houses throughout the country. With parents' and teachers' associations threatening to keep their children from the nation's theatres due to the influx of unsuitable films, theatremen have been showing hour-long programs packed full of cartoons on their matinees in an effort to draw little Johnny and Jane from their parents' protective censorship. The Beacon Theatre in New York went as far as to appoint a special staff of officials, social workers and child educators and allow them to designate what they thought suitable fare for the kiddies of their community. But these are only isolated cases.

'Best Cater to Mass Demands'

The power of the press forced the issue in Des Moines, Iowa, where the *Tribune,* in an editorial that pulled no punches, claimed that theatres had best cater to mass demands. Said the editorial: "Programming is aimed not at a single age group with its special needs, but at the whole mass of moviegoers, with the result that at times no part of it is very well served."

The article also called attention to the fact that two other groups were not being well served, particularly at Des Moines which has almost 20 theatres operating, and that those two groups comprised patrons who liked single features and those who would like to see a good foreign film occasionally.

"The American enterpriser's habit of catering to mass demands is one of the most important factors in sustaining both our prosperity and our democracy," the *Tribune* said, "but sometimes it has its inconvenient side. For example, here in Des Moines we have almost 20 theatres, yet it is rare to be able to find a whole program at any one of them suitable for young children."

The editorial admitted that practically all of the theatres have suitable children's films occasionally, but the companion feature "often as not is something boring, scaring, or over sophisticated for youngsters." It also claimed that foreign films at any one of the commercial movie houses are rarer than a blue moon, and foreign films other than English are practically non-existent.

"Cities as big as New York, Chicago and Boston have theatres which run nothing but foreign films and apparently make it pay—and because demand in Des Moines isn't heavy enough for that, we get almost none," the *Tribune* complained. "We aren't calling any names about this. We know the movie people have thought this out carefully and are always watching for new trends in public taste."

Relenting for a moment, the paper pointed out that there was considerable choice available to the movie-goer—between high-price and low-price shows; between new and old; between romance, comedy, musical and western; between different stars who are well known and loved.

"But we suggest that one of the developments of the years to come might well be to broaden the choice. Why couldn't there be occasional whole programs suitable for small children, if only two or three times a year? And other whole programs suitable for 'Teenagers? And others for adults and we don't mean 'Men Only' peepshows!"

12 Noted Artists in 'BelAmi' Competition

By sponsoring a competition among twelve distinguished artists who are at present engaged in painting a single subject, The Temptation of St. Anthony, Loew-Lewin Productions are focussing national interest on their new production, "Bel Ami," based on Guy de Maupassant's novel and starring George Sanders.

In February the 12 canvases will be submitted to a board of three judges, Alfred H. Barr, Jr., Marcel Duchamp and Sidney Janis, all authorities on modern art, who will select the best painting which will appear in an important sequence in the film and which will win for its artist first prize of $3000 of the $8500 in prizes in the competition. All other artists will receive $500 and the paintings will remain their property but will be loaned to the Loew-Lewin organization for a two-year exhibition tour of museums and art galleries of this country and abroad.

The competing artists, several of whom are noted surrealist painters, represent half a dozen countries in addition to the United States. They include, Ivan Le Lorraine Albright, Chicago; Eugene Berman, born in Russia and now in Hollywood; Leonore Carrington, English painter and writer now in Mexico; Salvador Dali, Catalonian, whose art is becoming familiar to motion picture audiences through his work in "Spellbound" and other films; Paul Delvaux, Belgian; Max Ernst, who escaped from Germany during the Hitler regime and who now lives in New York; Leonora Fini, Rome; Louis Guglielmi, New York; Horace Pippin, West Chester, Pa.; Abraham Rattner, New York; Stanley Spencer, England; Dorothea Tanning, New York.

Loew and Lewin previously have made films in which art of a high standard has been an important subject including "The Moon and Sixpence," commonly supposed to have been based on the life of Paul Gauguin, and the recent "The Picture of Dorian Gray," directed by Lewin for which he brought Ivan Le Lorraine Albright to Hollywood to paint the portrait used in the Oscar Wilde story.

Production on "Bel Ami" will start in early Spring with Albert Lewin directing.

Loew Circuit May Set Co-Op Ad Record on 'Spellbound'

Partially announced plans for the exploitation of David O. Selznick's "Spellbound" throughout the Loew Theatre Circuit indicate that this picture will set a record for cooperative advertising obtained from local merchants. The Boston plans, for instance, were decided at a meeting at which Division Manager Charles Kurtzman presided and which was attended by George Kraska, Je Di Pesa, Phil Engel and Selznick's representative, Herb Berg.

An increased budget for newspaper advertising, radio announcements, a beauty contest on the stage, many cooperative ads, radio interviews, distribution of large quantities of heralds, a special theatre front give only a brief picture of the huge campaign, final details of which are now being placed in operation.—BO.

Excellent 'Cornered' Contest

For the showing of RKO's "Cornered" at the Palace, Columbus, O., prizes were offered to soldiers and ex-servicemen for letters telling their most thrilling experiences in which they had the enemy cornered.—CO.

Exploitation Campaign of the Month

December 1945

THEY WERE EXPENDABLE
(MGM)

MGM's 'Expendable' Campaign Takes Over Washington With An Intense Barrage of Events

An outstanding demonstration of how a group of experienced and resourceful theatremen can dominate the thinking of a metropolis for a period of days by thorough planning and minute attention to detail, with the result that newspapers, radio and every other medium of publicity devote reams of space to an event toward which the theatremen's planning was directed, was the world premiere of MGM's "They Were Expendable," essayed at Loew's Capitol Theatre, Washington, D. C.

Loew's Division Manager Carter Barron, Publicist Henry Shields and MGM's Field Exploiteer Tom Baldridge handled the campaign under the direction of Howard Dietz, MGM vice-president and director of advertising, publicity and exploitation, and William R. Ferguson, MGM exploitation manager. The campaign dominated Washington for four successive days, was enormously successful and has been selected by a panel of showmen for SHOWMEN'S TRADE REVIEW as the Exploitation Campaign of the Month for December, 1945.

To plan a campaign so that every minute of four days is to be accounted for with some sort of activity that will add to the momentum of rapidly moving events has come to follow a sort of pattern, with the planners usually going into conference with one or two basic ideas from which the details eventually spring into being. So it was with the MGM and Loew Theatre crews when the plans for "They Were Expendable" were discussed. Continuing to follow the pattern they assigned various members of the crew to specific jobs, received promises of cooperation from the U. S. Navy, the Treasury Department and from radio and newspaper executives who sat in on the meetings.

The basic idea that merged was called a Salute to the Navy and was to be staged in connection with a Victory Bond Premiere of the film. That was all, but it turned out to be more than plenty! When the Loew and MGM boys told the Navy what they thought should be done, it might have been with a background of slight trepidation—the program was that ambitious, but they got all and more than they asked for. The Navy brass issued orders and, brother, the Navy hopped! One section of those orders insured the presence at the Washington premiere and at other cities where the film had its first showings, of Commander John Bulkeley, commander of the PT Squadrons around which the action of the film revolves, and the most decorated hero of the Navy. Personal appearances of this hero indicated the importance attached to the film's premiere by the Navy and also the public's interest in it.

Metro-Goldwyn-Mayer came through to the extent that Robert Montgomery, recently discharged from the Navy, and who stars in the film, was to be present at the premiere accompanied by Donna Reed, who plays the love interest. Plenty of their time and activity were included in the celebration, with Miss Reed, particularly, appearing on so many radio programs and making so many appearances at hospitals, canteens, etc., during the four days it is a wonder she found time enough to sleep.

On the Sunday before the opening the Navy moved its Victory Bond Selling train into Washington and opened it for public inspection. This consisted of three exhibits. "Death From the Air" occupied three tracks of the B & O Terminal and showed a Boko, VI and V2 bombs. "Trophies From Tokio" occupied two tracks and showed Japanese amphibious tanks and other military equipment, and another track nearby showed "Hidden Death," consisting of various types of booby traps.

The arrival of the train was made the occasion of a national radio program via the Columbia Broadcasting System on which Under-Secretary of the Treasury Bell and Assistant Secretary of the Navy Hensel were featured speakers while skywriting airplanes overhead etched out the figures of the Navy anchor and the Treasury Department's V. The broadcast also was the occasion of the presentation of a Distinguished Flying Cross to AMMC Plotner Gedney by Rear Admiral H. B. Miller. All of the speeches mentioned the coming premiere of "They Were Expendable." Representing the War Finance Committee were Ted Gamble, Edward Shugrue and others.

On Monday Donna Reed arrived in Washington and was greeted by the commander of the Victory Train, which was the occasion of another radio broadcast. Then press and radio representatives were guests on a PT boat on a cruise down the Potomac River where they witnessed captured Japanese planes simulating a strafing of other PT boats with a Navy blimp overhead broadcasting the activity. A Navy helicopter also demonstrated an air-sea rescue of a man overboard.

Following a luncheon for the press and radio representatives aboard the PT boat it was docked for public inspection and later in the day Miss Reed started on her tour of visits to naval hospitals, the Washington Stage Door Canteen, etc. Miss Reed continued these visits during her four-day stay in the Capitol.

Luncheons, receptions galore for Washington big-wigs, Navy brass hats, the press, members of the House of Representatives, the Senate, Justices of the United States Supreme Court, Treasury Department officials and others continued right up until the evening of the premiere.

Starting five days before the premiere Washington's radio stations started a barrage of special broadcasts about the Salute to the Navy and "They Were Expendable." Nine full half-hour broadcasts were features of the bombardment with innumerable gratis spot announcements assisting in building up an expectant theatre audience.

The theatre lobby, front and foyer took on

(*Continued on Page* 23)









'EXPENDABLE' PREMIERE ACTIVITIES. Pictured above are some of the highlights in connection with the Victory World Premiere of MGM's "They Were Expendable" in Washington. Top, left: Powerful 800-million-candle Navy searchlights were displayed across the street from Loew's Capitol Theatre. Top, right: One of the many 22x28 street display stands. Bottom, left: Radio commentator interviews Donna Reed, who has a leading role in the film. Bottom, right: Two sailors and their Wave girl friends pose atop the PT-Boat Torpedo displayed in the theatre lobby.



REFLECTS ATMOSPHERE. Front and marquee decorations of the Capitol Theatre, Owosso, Michigan, were made over by "Scotty," stage manager of the theatre, under the direction of Manager Howard Sweet in keeping with the theme of Screen Guild's outdoor picture "Northwest Trail," as shown here. Sweet, incidentally, set up an essay contest in Owosso's high schools about the life of James Oliver Curwood with the cooperation of the Owosso Argus Press which resulted in four front-page stories in the paper with other features on inside pages. Full cooperation from the high school faculty resulted in widespread publicity for the film.

Hat Display Splurge on in New England for 'Saratoga Trunk'

In addition to installing an elaborate window display plus Sunday and daily newspaper ads featuring models of hats worn by Ingrid Bergman in Warners' "Saratoga Trunk," one of the leading Boston specialty shops for women, Wethern's plans similar displays in its branch shops in Brockton, New Bedford, and Brookline, Mass.

Window displays will feature stills of scenes from the picture, as well as the special *Look* magazine brochure on 'Saratoga Trunk." Newspaper ads will carry credit lines for the local playdate and will be augmented by publicity stories.

Students' Art Helps to Sell 'China Sky' for Chas. Howard

Employing a tieup with a high school during National Book Week, Manager Charlie Howard of Schine's Avalon, Easton, Md., used this medium as a showcase to exploit RKO's "China Sky."

Besides an exceptionally well-attended benefit, Howard initiated a poster-drawing contest with drawing classes, and proffered the students press books to guide them. The posters were placed on display throughout the town's store windows, all of which provided a merry jingle at the Avalon box-office.

'Coming Hits' Publicity

Knowledge of coming attractions will keep the patron in close touch with the theatre in order that he will be sure not to miss them. If outstanding films are on the way, then it would be wise to publicize the fact. In Hartford, Conn., Lou Cohen of the Loew-Poli Theatre gave the Hartford Times a roundup of forthcoming hits that ran for some 17 inches of swell publicity.

War Trophies, Identification Stunt Sell Two Films for Max Cooper

Taking advantage of available props and angles, Max Cooper, manager of the Cove Theatre, Glen Cove, N. Y., put across a clever, inexpensive exploitation campaign for RKO's double feature "First Yank into Tokyo" and "George White's Scandals." Through the local American Legion Post, he was able to secure enough war trophies, including captured Jap flags and other souvenirs, for an impressive lobby display which attracted advance attention. Going a step further, he secured the cooperation of the first local boy to enter Tokyo, in selling bonds in the theatre lobby on opening day. Newspapers gave the item considerable space.

For "Scandals," Cooper engaged an attractive model and sent her on a shopping tour opening night, dressed in an exact duplicate of Joan Davis' costume in the picture. The first ten shoppers in each store to recognize her received free guest tickets to the theatre, cost of which was paid by the stores participating in the promotion.

That 'Don't Tell' Angle

Napkins, doilies and teaser cards, all offering the "Don't tell what she did!" gag, effectively publicized WB's "Mildred Pierce" at Schine's Auburn, Auburn, N. Y. Manager Ray Corcoran coupled the using of these eye-catchers, which he sent out to restaurants, lunch counters and places where crowds congregated, with a special card, which he mailed to a sportsmen's meeting, tying in the meeting and a plug on the film.

College Scene Exploits Film

By exploiting the fact that a scene in 20th-Fox's "House on 92nd Street" was taken at Ohio Wesleyan University, Manager George Ramsdell of Schine's Strand Theatre, Delaware, Ohio, enticed the college to support the showing and at the same time erected a special display at the school.

'Expendable' Events Excite Washington

(*Continued from Page 22*)

Navy coloration, with battleship blinker signals erected atop the Capitol and Palace Theatre marquees flashing messages about the premiere. Eight hoists of flags decorated the Capitol front, spelling out appropriate code mesages about the film and the Bond Premiere. A 40-foot banner was strung across the marquee front the day of the premiere and photographic three-sheets and one-sheets gave the theatre an appearance of excitement. The Navy's 800-million candle power searchlights with 10-mile-high beams that were visible for more than 100 miles were located and operated just across the street from the theatre the night of the premiere.

In the lobby a PT boat torpedo and a model of the boat itself were displayed a week in advance and a Naval escort of two men were on duty at all times to protect the equipment and to answer questions about the PT boats.

Because of the tieup with the War Finance Committee and the Bond premiere, Loew's was enabled to distribute special trailers about the Salute to the Navy and the premiere to 42 theatres in the Washington area, thus obtaining unprecedented screen coverage in opposition theatres!

Away from the theatre itself 300 Washington street lamp posts were decorated with bunting and 22x28 offset cards advertising the premiere. More than 350 Washington house organs were serviced with stories and mats. Other outside displays included 250 street car cards and 6000 window cards.

Government Bureaus Cooperate

Most government bureaus and agencies cooperated by utilizing their bulletin boards, interoffice loud speaker systems and departmental publications to publicize the event, and the District Commissioner's office passed a resolution authorizing the theatre to block off a portion of the street for the Naval exhibit.

Department store windows were decorated with a combination of Christmas and Navy material and book store windows were given in abundance. Comander Bulkeley autographed 100 copies of the book which were sent to newspaper editors, radio program directors, commentators and columnists.

So many other tieups were made by direct mail to schools, colleges, etc., that space limitations prevent their listing here, but an indication of how successful the campaign was is evidenced by the sales of more than $750,000 in E Bonds for the premiere performance. Interest was so great that crowds waited outside the theatre until the end of the evening's activities just to see the celebrities leave. Among the 3511 persons attending were 48 admirals, seven general officers, two cabinet officers and one supreme court justice.

'Tracy' Late Show Sold By Comic Strip Tiein

Newspaper and radio tieups were in a large measure responsible for the large turnout for the single midnight showing of RKO Radio's "Dick Tracy" at the Senate Theatre, Harrisburg, managed by Bob Sidman.

Sidman arranged with the Harrisburg *Telegraph* to run an eight-column ad under the Dick Tracy comic strip three days in advance of the opening, and also mortised into the regular strip a slug giving the theatre name and playdate.

The midnight show was plugged via radio, but not in conjunction with the serialization of the comic strip, since Sidman well knows that little boys and girls should be home and in bed at midnight.



IT'S LO AGAIN. Loew's State Theatre, Providence, uses the "Lo!" so often seen in Loew's New York City theatre advertising, to educate Providence moviegoers in the currect pronunciation of L-O-E-W to rhyme with Lo. Simple isn't it? The device also serves to get eye attention on newspaper advertising pages and succeeds admirably. The ad itself is a nicely designed announcement.

Discount Card Week Held Business Aid

Proving to be one of the more effective stunts in the tried and tested pages of 'showmanship,' the staging of "Discount Card Week" is revived and suggested to theatremen who are going slightly grey trying to hypo patronage. Enlisting the aid of merchants in a cooperative tieup, discount cards are offered, whereby discounts in merchandise can be received at local stores, with each purchase of a theatre ticket.

These cards contain the names of the merchants offering reductions on their merchandise for the week or month, as the case may be. In return, the stores carry attractive displays and window cards advertising theatre tieup. Also suggested are cooperative ads in local dailies, prominently publicizing the tieup.

Special jubilee sales can be conducted, with the theatre placing a booth in the cooperating stores, where an attractive young lady in fancy costume can personally greet patrons and present guest tickets to the theatre. Appropriate signs showing theatre, picture and playdate credit should be well placed.

Gilman Gives Picture A Lavish Campaign

A lavish campaign preceding and during the three-week run of "Weekend at the Waldorf" was arranged by Sam Gilman, manager of Loew's Regent, where the picture played in Harrisburg.

Newspaper space, both paid and free, was almost tripled, and special stunts called attention of moviegoers to the picture. A holiday season midnight show provided the impetus for considerable advance publicity in theatre columns of city papers, with favorable reviews and, in the Harrisburg *Telegraph*, a full column of MGM hits of the season, headed by "Weekend."

Gilman issued special tickets for the holiday showing, which were imprinted with faces of the stars. He provided 40x60s, 12,000 throwaways, a trailer, and set up a ticket booth at a city dance palace.

Jewelers and photographers cooperated in newspaper advertising, both using photographs of the stars, and radio spots on the three city stations were obtained, with WKBO naming the picture the "film of the week," and distributing guest tickets to lucky listeners.

Displays in all hotel lobbies, a luncheonette, and music stores and counters were arranged both in advance and for the first week of the run.

Gilman called attention to the *Look* magazine promotion by placarding all newsstands and counters.

Although the theatre does not usually use valances, a beautiful white and blue silk drape was used around the marquee, with the title as the principal copy. Names of the stars occupied the marquee spot in lights.—HA.

Nelson Deserves the Credit

Exploitation for day-and-date attractions at the Grandin and Lee theatres, Roanoke, Va., is handled by Walter Nelson, manager of the Lee, with Fleet Robinson, manager of the Grandin, handling newspaper publicity. Thus Nelson deserves the credit for arranging the swell photo contest on "The Dolly Sisters," which was pictured in a recent issue of STR (Dec. 29).

SHOWMEN'S TRADE REVIEW Service Is Indispensable for the Working Theatreman.

Every-week, at-a-glance Booking Service; Selling Ideas, News and Information Edited for Theatremen by Men Who Know Theatre Business.

Use This Convenient Blank to Order Your Subscription

SHOWMEN'S TRADE REVIEW
1501 Broadway, New York 18, N. Y.

Please enter my subscription to SHOWMEN'S TRADE REVIEW for one year (52 issues) in Full Payment for Which I Enclose $2.00.

Theatre .....

Street Address .....

City ..... **State** .....

Name ..... **Position** .....



UNUSUAL DISPLAY. This startling departure from conventional automobile design is a three-wheeled car with its wheels arranged in imitation of the landing gear of 3-wheeled fighter planes. It was displayed in the lobby of the Hawaii Music Hall Theatre, Hollywood, during the run of "Blithe Spirit." The car was featured in the theatre's newsreel and its display in the theatre lobby, with news photos in newspapers, focused attention on the theatre and its current attraction.

Modern Alger Makes Good With Novel Ad

'Tis said by many men that Horatio Alger, in his day, was top man in his field when it came to thinking up successful money-making ideas. Even so, he had nothing on a modern Alger named Jack, publicity manager for the Majestic Theatre, LaSalle, Ill., who recently cut himself a well-sized niche on his namesake's legend by adding a new twist to a co-op ad on Paramount's "Duffy's Tavern."

Paid for by a local bistro called "Duffy's Tavern," Alger's ad in a LaSalle paper featured copy inviting patrons to come-see-and-compare, to wit: "See Duffy's Tavern at the Majestic; after the show come to Duffy's Tavern and see what Them Movie Actors Got That We Ain't Got??? Poisenality??? Compare the character in the movie with the real McCoy at Duffy's in LaSalle."

According to Alger, LaSalle citizens crowded the portals of both the theatre and the tavern, which put a smile on the faces of the respective managers, and another successful chapter in the Alger book.

Perfume and Music Ad Tieup Sells 'Rhapsody' in Champaign

An attractive, distinctive full-page advertisement, circumscribing various brands of perfume with apropos song titles taken from "Rhapsody in Blue," was prominently featured in all three Champaign, Ill., newspapers by Robeson's department store in a tieup with the Rialto Theatre concurrent with the showing of the Warner musical at that house.

The ad layout displayed a group of large musical notes, each encircling a bottle of perfume, with the brand name within the oval and the Gershwin song title on the stem.

UA Sets $200,000 Ad Budget for 'Scandal in Paris'

The advertising budget for Arnold Pressburger's "A Scandal in Paris," has been set at $200,000 by United Artists. The allocation covers newspapers, magazines and trade publications.

Paul N. Lazarus, Jr. advertising and publicity director, outlined the campaign to UA district managers at their meeting in New York earlier this week.

HENRY VIII

SCARLET PIMPERNEL

THE LADY VANISHES

39 STEPS

DRUMS

HOST GOES W

IN WHICH WE

PYGMALION

MAJOR BARBA

ELEPHANT BOY

BLITHE SPIR

THE CITAD

GOODBYE MR. CH

A YANK AT O

In the tradition of fine English pictures with universal appeal!

Here are SIX with UNIVERSAL appeal!

"The Seventh Veil"



"... intriguing psychological drama. Should satisfy all comers. Powerful performances by James Mason and Ann Todd."
Showmen's Trade Review

"It is due for good B.O. on both sides of the Atlantic. An engrossing story which surges swiftly to its tremendous climax!"
Variety

"... all the essentials of motion picture appeal ... beautifully played by Ann Todd and James Mason."
Motion Picture Herald



"THE MAN IN GREY"

New York critics hailed "The Man in Grey"

"A handsome, romantic melodrama ... of gripping dramatic force." (New York Herald Tribune)
"A timeless romantic drama guaranteed to entertain...designed especially to appeal to the feminine portion of the audience." (Daily News)
"This one is thoroughly entertaining." (Daily Mirror)
"Belongs on the current recommended list." (New York World-Telegram)
"A handsome production." (New York Sun)

The Wicked Lady



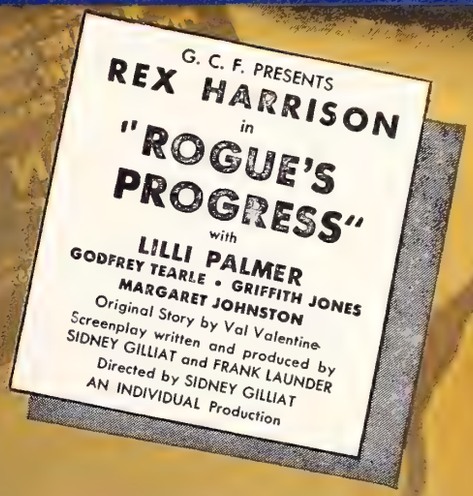
"A BRITISH 'AMBER'" says The London Star ... When highwaymen were romantic and the ladies they loved were brave. What a marquee title!

As evidence of this picture's universal appeal, we quote from the Motion Picture Herald review: *"The picture will have undoubted appeal to masses of women."* You will agree when you see it!



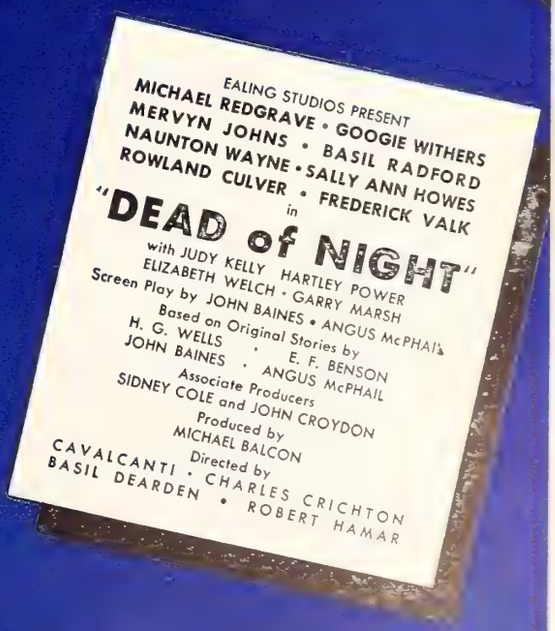
Madonna of the Seven Moons"

"ROGUE'S PROGRESS"



Here's the picture that will go far in establishing Rex Harrison as a top-flight draw at the American box-office. It's a modern story of the disintegration of a man who never loses his feeling for gay philandering and impudent roguishness. Here is entertainment that is truly universal!

"DEAD of NIGHT"

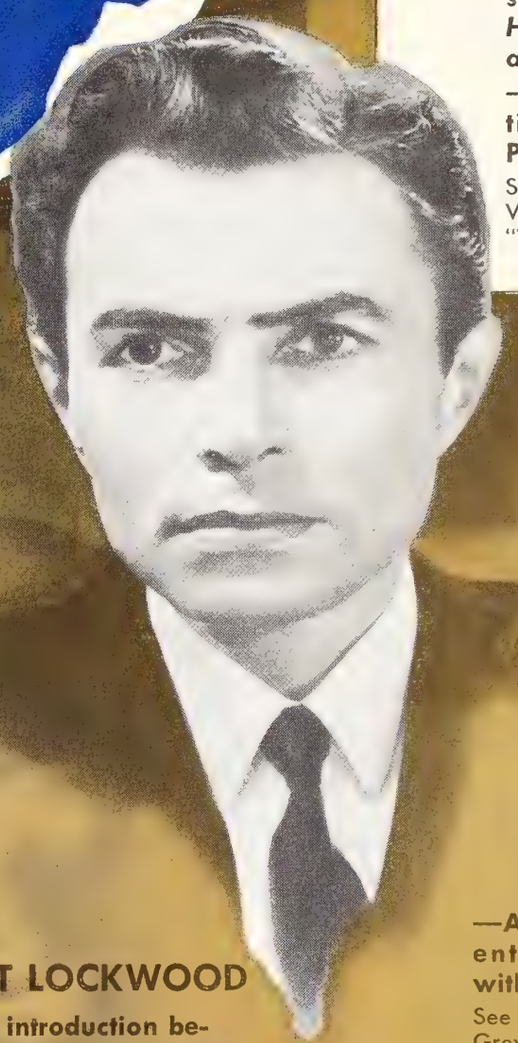


An Omnibus of Horror! Every reel loaded with thrilling chills against a background of the macabre, the unexpected, the tragic and the comic, the romantic and the dramatic.

Based on the world-renowned stories by H. G. Wells and others.

It's the tops in thrills!

These Personalities will have Plenty to do with your Future



JAMES MASON

WALTER WINCHELL says: "James Mason is a Humphrey Bogart with an Oxonion accent."

—Winner of the Motion Picture Herald Popularity Poll.

See him in "The Seventh Veil," "The Man In Grey," "The Wicked Lady."



PHYLLIS CALVERT

—A beauty with talent commensurate with her charm.

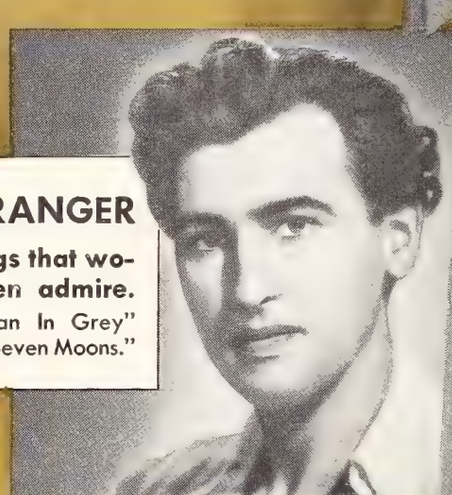
See her in "The Man In Grey," "Madonna of the Seven Moons."



MARGARET LOCKWOOD

—Needs no introduction because she has proved to American audiences that she has Universal appeal.

See her in "The Man In Grey" and "The Wicked Lady."



STEWART GRANGER

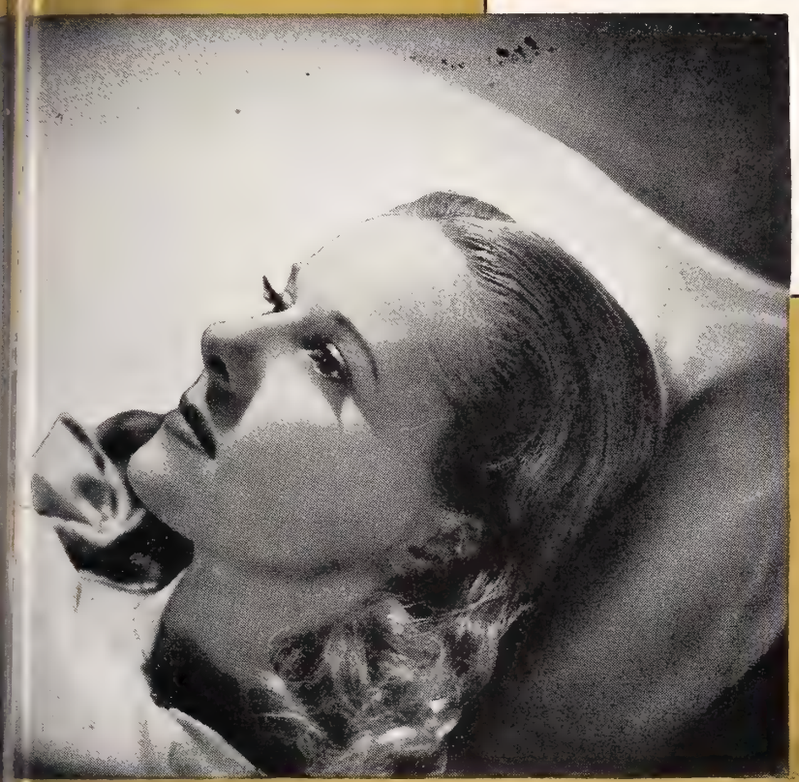
—Has all the things that women like and men admire.

See him in "The Man In Grey" and "Madonna of the Seven Moons."

These stars have what it takes—they have proved it. Look at them carefully. They are box-office types. They not only look the part but act the part. Here you will find consummate personalities plus style that is bound to appeal to all types of audiences. You can only appreciate these personalities' potentialities when you see them on the screen. We urge you to do so.

ANN TODD —A skilled performer acclaimed by severe critics as one of the screen's most beautiful and talented actresses.

"Orc-Hits to Ann Todd in 'The Seventh Veil'!" says Walter Winchell.





PATRICIA ROC

—Well publicized in this country with her appearance in Walter Wanger's "Canyon Passage."

See her in "The Wicked Lady" and "Madonna of the Seven Moons."

REX HARRISON

—One of the finest actors on the screen today, already endeared to the American public by his sparkling performances in "Blithe Spirit," "Storm In A Teacup," "The Citadel" and "Night Train."

See him in "Rogue's Progress"

PRINTED IN U.S.

A STATEMENT by W. A. SCULLY...

WE think the time has come for all exhibitors to realize that pictures with universal entertainment value, no matter where they are made, have box office potentialities.

We are releasing these six English pictures, firstly, because they are very fine pictures and conform to any competitive standard of entertainment.

SECONDLY, we are releasing them because we feel they will be commercially successful and will do well at your box office if you augment the promotion effort we are planning to give them.

Furthermore, we believe that in these pictures there are personalities who will inevitably reach stardom in this country because they have proved, by their box office stature in England and other parts of the world, that they have what it takes.

WE don't ask you to take our word for the quality of these pictures and for the box office content contained in them. We only ask you to shake off any pre-conceived notion you have, and see these pictures so that you may better understand their possibilities.

There is something good in all pictures. Certainly if you consider your job important, then it is important you see these pictures!



GERTIE IS GETTING THE BUSINESS

BOSTON—
Three *big* weeks!

ROCHESTER—
Tops "Up In Mabel's Room" by better than 50%!

CHICAGO—
Two smash weeks—the second week topping the first!

TOLEDO—
Moveover after sensational week!

LOS ANGELES—
Three crowd-gathering weeks!

LOUISVILLE—
40% better than top business-getting "Mabel's Room!"

WINNIPEG—
Solid—for three weeks!

PROVIDENCE—
Variety reports "stout week"!
Betters "Mabel's Room" by 50%!

EVANSVILLE—
Record opening—runs away from "Mabel's Room" by 100%!

ST. LOUIS—
Bangup first week—held over for more record business!

READING—
45% over "Mabel's Room" business!

These first reports are just a slight indication of the business GERTIE'S getting! Just watch what she does when she makes the rounds of the Loew Circuit, Interstate, Paramount-Richards, Fox, Warner Bros., and many, many others!

REGIONAL NEWSREEL

PORTLAND

W. D. Gross a well known Alaskan pioneer, is enroute to San Francisco from Skagway, his annual trip to film centers.

The 1946 March of Dimes is off to a flying start in both Washington and Oregon.

Ted R. Gamble, has ben elected chairman of the Municipal Board of Review, Portland's film censoring body. J. O. Freck was named vice-chairman.

Bill Stoeber, well known on Seattle Film Row, has been discharged from the U. S. Navy and soon will rejoin General Register Corporation.

Hal and Ethel Daigler are motoring to Palm Springs and Arizona for a six-week trip.

Del Goodman, western district manager for Paramount, is visiting Portland and Seattle exchanges.

W. A. Cochrane, Snoqualmie exhibitor, has celebrated his 76th birthday.

Eleanor Seaquist of billing department of MGM, Seattle, has announced her marriage to Frank Warren, discharged from the Navy. Marjorie Johnson of the bookkeeping department of MGM has announced her forthcoming marriage to Loran Olson.

New houses recently opened in Oregon include the Ritter Theatre, Canyonville and the Jewel, Oakland.

VANCOUVER

Ivan Ackery, manager of the Orpheum here for the past decade and with Famous Players for 25 years, was honored for his showmanship by MGM in connection with an outstanding campaign on "Son of Lassie." Ackery won in a competition sponsored by the film company in all U. S. and Canadian cities, and was selected for the showmanship award of 1945. He received a "Certificate of Showmanship" from Mayor Coronett in a ceremony at Vancouver's City Hall.

Tom Bowyer, head of the Odeon Movie Clubs for young Canadians, a local visitor, has announced that five more British-Columbia spots will be opened in the near future. Three will be in Vancouver and two in Victoria. The clubs are not doing the business anticipated, but they are building slowly and eventually should prove profitable. Bowyer will visit Vancouver Island before returning East.

Between 75 and 100 veterans have become projectionists with 16 in Vancouver alone. The balance throughout the Dominion have joined because of the assistance being given by unions to the provincial training program of the rehabilitation commission. Some provinces which license projectionists have waived apprentice and journeyman license fees and every local in Canada is endeavoring to make room for returned boys. Each Canadian local of the IATSE has home autonomy in the matter of assisting the program, under which veterans receive $20 weekly for a year from the commission while studying for their license.

I. F. Shacker, operator of theatres in Hanna-Kindersly and Edmonton, is planning a 600-seat, $75,000 theatre this summer in Saskatoon.

A sound film, "Coast to Coast," was shown by the British Columbia Government Travel Bureau to members of the Rotary Club. Filmed for the Canadian Pacific Railway, it shows scenic spots and Canadian industries from the Atlantic to the Pacific. The film will be used to attract tourists to Canada.

Mary Crompton, Orpheum cashier, ill with pneumonia since the New Year, is expected to return shortly.

Vancouver first runs include, "The Wonder Man," Orpheum; "Thrill of a Romance," Strand; "Getting Gertie's Garter," Plaza; "Mildred Pierce," Capitol; "Frontier Gal," Vogue; "State Fair," Dominion and "A Guy Could Change," Beacon.

A new company registered in British Columbia recently is Western Exhibitors Ltd., of Port Alberni, capitalized at $10,000. Harold Warren is president.

Samuel Goldwyn will film most of "Earth and High Heaven" in British Columbia. The film stars Myrna Loy.

Don Findlay, 20th-Fox shipper has resigned and quit the film business, moving to Ucluelet on the west coast of Vancouver Island, as an accountant for a logging company. Sam Isman, Empire-Universal shipper, has also resigned and will go into business for himself in Vancouver. No successors to either have been appointed.

Approximately 86 per cent of people participating in a public opinion broadcast from the stage of the Vogue, broadcast over CKWX, declared it would be feasible to establish a motion picture industry in British Columbia.

Buddy Goldin, operator of the Kinema and Tivoli, Calgary will start immediate construction of a new suburban which will replace the old Kinema. The site is across the street from the older house.

Vancouver patrons went for "Tokyo Express" in a big way, selling out the British Naval revue at the Lyric and causing the 50 male performers to be held over another week. The show is assisted by the Royal Marine orchestra with proceeds being turned over to the Canadian Legion fund for community centers.

Bill Jones, RKO manager, is leading the Canadian section to date on the Ned Depinet Drive, with Reg Doddrich of the Calgary office in second place.

Bob Frazer, after three years in the Canadian Navy, is back at his former post as assistant to Mike Goldin at the Vogue. Gordon Monroe, British Columbia Odeon advertising head, is also back after a spell in the Canadian Army.

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BRITISH-AMERICAN HUDDLE. Filippo Del Giudice, managing director of Two Cities Films, Ltd., met in Hollywood with William Goetz and Leo Spitz of International Pictures and Robert P. Benjamin, president of the newly organized J. Arthur Rank Organization, Inc. Giudice is in Hollywood for the first time to study audience reactions and production methods. He expressed himself as "enthralled" by Hollywood's efficiency and equipment. Left to right: William Goetz, Mr. Giudice, Leo Spitz and Robert P. Benjamin.

ALBANY

Ann Hurley, booker for the Hellman interests has resigned and is being replaced by Jean Fredericks.

John Scully, Universal district manager and Eugene Vogel, branch manager, have gone to Gloversville to confer with Schine.

Dorothy Eckert, Universal booker's secretary, has resigned.

On the sick list are Bill Hanley, Columbia booker; Tom Barry, 20th-Fox booker; Minnie Smith, Warner head inspectress; Howard Goldstein, Paramount booker.

E. X. Callahan, 20th-Fox district manager, is in town to confer with the local manager and salesmen.

Visitors along Film Row included: C. Dayton LaPointe, Chatham; Alec Mallory, Corinth; Frank Wieting, Cobleskill; McIntyre and Ferguson of Copake; Sam Rosenblatt, Watervliet; Harry Strassman, new owner of the State Theatre, Glens Falls; Carl Nilman, Shelbourne Falls, Mass.

James P. Casey, stage hand at the Troy Theatre, Troy, for the past 19 years, died after a brief illness.

Bill Gaddoni, MGM salesman, has gone to a sales meeting in New York.

Arthur Horn, MGM salesman, is visiting his daughter in New York.

Alfredo Gonzalez of Mexico and Camille Buyse of Belgium are taking a course in motion picture distribution in the Albany office of MGM.

Genevieve Stanaczyk has joined the ranks of MGM in the position of contract clerk.

Mrs. George Seed, wife of the city manager of Fabian's Theatres, Cohoes, has been rushed to the Albany Hospital for a serious operation. Mrs. Seed is the owner of a fashionable dress shop in Albany.

MILWAUKEE

Radio Theatre, showing foreign language films which has been in operation throughout the war, has been sold by Herbert Perlowitz to Louis Machat, who expects to continue to run foreign language films at the house, located in a section of Milwaukee where families of German descent predominate.

A Milwaukee firm, making a specialty of theatre box-offices and marquees, reports having installed a new front box-office and round marquee for the Oshkosh Theatre, Oshkosh,

(Continued on Page 34)

The Trade Agrees...

Gertie's got what it takes!



One of the brightest comedies of this or any other season. Hilarious, **don't miss it.** *HOLLYWOOD REPORTER*

Sheer frenzy of a slapstick comedy. **Is certain for chuckles.** *–VARIETY*

An **hilarious** comedy. Exhibitors can use it to good advantage.
–MOTION PICTURE DAILY

A **boxoffice laugh fest.** Belly laughs come thick and fast from start to finish. Definitely boxoffice oomph. *–FILM DAILY*

A boxoffice draw. Marie McDonald is **entrancing.** *–HOLLYWOOD VARIETY*

Edward Small **has rung the bell.**
–BOXOFFICE

Loaded with laughs. *–EXHIBITOR*

Will keep audiences in an almost **constant state of laughter.**
–SHOWMEN'S TRADE REVIEW

Many speedy and hilarious moments. **A super-job has been done.**
–BOXOFFICE DIGEST

. . . . . Naturally, you're getting "GERTIE" from U.A.!

REGIONAL — *Continued*

Wis., owned by the Fox-Wisconsin Amusement Corporation and for George Levine's Grace Theatre, Milwaukee. Ben B. Poblocki & Sons, Milwaukee, makers of theatre fronts, box-offices, marquees, poster cases, etc., has enlarged the factory to three times the size it was during the war and reports being able to take care of three times the number of customers.

At Hurley, Wis., the Ironwood-Hurley Corp. has been organized to engage in the theatre, show, entertainment and amusement business. The incorporators are L. S. Clemons, Irving T. Babb, Lorraine C. Thorn. The attorneys for the corporation were Lines, Spooner & Quarles, Milwaukee.

Milwaukee's own stars in the movie line—Spencer Tracy, Pat O'Brien, Hildegarde, Jack Carson, Dennis Morgan and Woody Herman and his Orchestra, are to be on the air for a special program from New York and Hollywood during a broadcast direct to the Milwaukee Auditorium on January 30th. This program will be advance advertising for Milwaukee Centurama, the 100th anniversary of the city, to be celebrated shortly. Two tickets each will be available only to Gold Star families and veterans of World War II in or out of uniform. The balance of the tickets will be distributed in the order of requests.

Theatremen in the Milwaukee area who are interested in developing new technical personnel, might contact Charles H. Mehciz at O'Reilly General Hospital, Springfield, Mo. Mehciz has had 36 months Army service and during his period of recuperation has attended classes in the operation and maintenance of projectors.

The Eastwood Theatre, Madison, Wis., has been purchased by Walter Brucken, who operates the Avalon, Platteville. Interested with Brucken in the purchase is Carl Lunenschloss of Richland Center, Wis. The show house was taken over by the new owners on January 1. Brucken will manage the Eastwood, relieving Frank Hale. The directors of the Eastwood will be George Vogel, A. M. Toussaint and J. T. Gerhardt. The house seats 1,000. The terms of sale of the theatre were not revealed.

CINCINNATI

Mrs. Louise Vinson, Paramount biller, is at General Hospital being treated for pneumonia. She has a fair chance for recovery acording to reports. Mrs. Lucille Morand, Paramount booker, is much happier now that her husband has returned after two years in India with the Army. Joe Oulahan, general manager for Paramount in Cincinnati, will attend the Ohio exhibitors' convention at Columbus next week. George Gilbertson is being welcomed as the new office manager.

Peter F. Rosian, district manager at Universal; John Bannan, branch manager and Harry Keller, field man, have been in Chicago attending a convention.

Mrs. Helen Roudebush, confirmation clerk at Universal, has left after 20 years' service. Ida Marvin has been moved up to replace her.

Irving Sochin, sales manager here for 20th Century-Fox, has been promoted to sales and office manager at the Indianapolis office. Succeeding him is Robert McNabb, former salesman in the Charleston, W. Va. terirtory. Sochin succeeds Joe R. Neger, who was promoted to manager of the Milwaukee exchange.

Booker Jack Kauffman and Mrs. Kauffman of 20th Century-Fox, are entertaining his mother who is visiting from Boston.

Eileen Burke, formerly of the 20th Century-Fox office, has returned as a booker's secretary after 35 months as a Wac.

Jim Keefe, who does public relations for 20th-Fox, has been elected publicity director of the Variety Club for the coming year. He has arranged for a monthly publication of club notes.

Sgt. Jim Brunetti, after a military leave of about four years, has returned to his job as branch booker at Warners' Cincinnati exchange. Brunetti served with the Signal Corps from the inception of the Mediterranean campaign to final victory.

Helen Winkler, cashier at Warners' Cincinnati exchange, lost her mother January 14.

Helen Fleming, booking clerk at Warners' Cincinnati exchange, is expected back on the job soon. Due to a severe case of flu, she has been absent from her duties since September 19.

Edward L. Schoen, Warner field representative, has returned from Chicago where he attended the funeral of his mother.

LOS ANGELES

Harry Nace, Jr., son of Harry Nace who operates a large chain of Arizona theaters, is getting national publicity because he is one of the first exhibitors to co-operate in producing a film. Nace arrived at the Columbia laboratory with the film shot the day before on the serial, "Hop Harrigan." Nace, Sr. suggested his son make daily round-trip flights in his four-seater Waco plane with completed scenes. After delivery, young Nace returns with more film to the Phoenix location, where the serial is being filmed.

W. G. McKinney, Long-Griffith booker and treasurer of the Western Amusement Co., motored to Safford, Arizona, to visit the executive offices of the Long Circuit. Upon his return, he took over the Filmore and Palms theatres in Filmore. Charles Scholl, Long-Griffith impresario, recently returned from a trip to his old home town of Springfield, Ill.

Seen on the Row: Fred Seigal of the Margo and Palomar theaters, Oceanside; Elmer Hanks of Fox West Coast from San Francisco; Frederick Mercy, Sr., Yakima, Wash., theaterman. Comptroller E. Z. Walters of Altec visiting the local branch from New York, Judge Leroy Pauley, in from the Desert Theatre, Indio; Melville Danner, who just purchased the Ojai Theatre, Ojai, from Bill Swanson.

Robert H. Poole, executive director of the ITO of Southern California and Arizona, received a telegram from Spyros Skouras, head of the Motion Picture Division, appointing Poole state chairman for California for American Brotherhood Week, to be observed nationally February 16-24.

Andre Lamkin took over Ray Hurwitz's spot in special service at National Screen Service; Hurwitz is reportedly going into business for himself. J. Odar, just out of the infantry, gets going with his "Spook Shows" February 2 at the Avalon, with the Boulevard next. New partner in the Motion Picture Accessories Co. is J. B. Dabney, recently returned from Germany where he was a prisoner of the Nazis for two years. . . Fay Navin became secretary to Asst. Manager William A. Calihan at MGM.

Fox's Belmont Theatre installed new Simplex sound equipment. . . Oakdale Theater, Oakdale, put in a new Motiograph sound system. . . Juanita Barry came to work at Altec as secretary to Robert A. Quinn, branch manager. . . Jessie Lingo retired as chief inspectress at MGM and was tendered a banquet by the M-G-M Club, along with veteran Booker Jack Cooper; Blanche Daly is the new chief of inspectresses. . . M. E. Baylis had a new paint and carpet job done on the Temple Theatre and a "freshening up" for the Vermont and Regent.

Bob Kesner, formerly in the advertising and publicity dept. at Fox West Coast, assumed the position of social activities director. He will combine promotion and publicity and coordinate such things as dinners, luncheons and social functions.

Variety No. 25 plans its installation dinner for the first part of February at the Ambassador Hotel.

George Hickey, MGM's Pacific Coast sales manager, took his men to the national sales meeting in New York, scheduled to start January 28. Those going included Howard Hirty, exploitation man; Bill Calihan, Sam Davis, Russell Gaus, Lee Hulling and Alex Weissman. . . Rube Harris, MGM salesman, is back home after a hospital siege. . . Russell Gaus, former Oklahoma City saleman for M-G-M, has been released from the Army and is being assigned a position in George Hickey's region. Claire Rosen, MGM booking department, married ex-Sgt. Cam Trubovitz.

BOSTON

Ray Wylie, branch manager of the United Artists office in New Haven, has been in Boston on company business.

John Dervin, UA branch manager here, who was recently elected chief barker of the Local Variety Club, this week appointed Phil Engel, UA publicist, and Arnold Van Leer, Paramount, as publicity representatives for the Variety Club.

Chief Torpedoman Charles De Maio was the guest of Morris Rosenthal, Poli manager, at a press and radio party at the Hotel Garde.

Joe Levine who heads Embassy Pictures and is co-producer of "Gaslight Follies," announced the appointment of the Star Film Company, New Haven, operated by Lou Ginsburg and Bernie Levy, as distributors in the Connecticut territory for all Embassy's pictures.

Everyone at United Artists branch office here is pleased to have Max Barlone back as booker. He returned after spending two years in the Army.

Sam Markel, owner of the Porter Square, Cambridge, has left with his wife on vacation. He and Mrs. Markel will be in Florida throughout the rest of the winter, returning some time in April.

Lloyd Brigham, one of the best known theatre

(*Continued on Page* 36)



UA DISTRICT MANAGERS MEET IN NEW YORK. Shown above at the United Artists district managers meeting held late last week at the Waldorf-Astoria in New York are (seated, l-r) Charles M. Steele, Gradwell L. Sears, J. J. Unger, who conducted the meeting, Edward M. Schnitzer and Maury Orr; (standing) Paul N. Lazarus, Sr., Jack Goldhar, Harry D. Buckley, Fred M. Jack, Paul N. Lazarus, Jr., Rud Lohrenz, Moe Dudelson, C. W. "Ching" Allen, Sam Lefkowitz, Charles S. Chaplin and W. W. Callaway.

Partly cloudy and
Tomorrow fair and quite cold.
Temperatures Yesterday—Max., 33; Min., 21
Sunrise today, 7:19 A. M.; Sunset, 4:53 P. M.
Full U. S. Weather Bureau Report Page

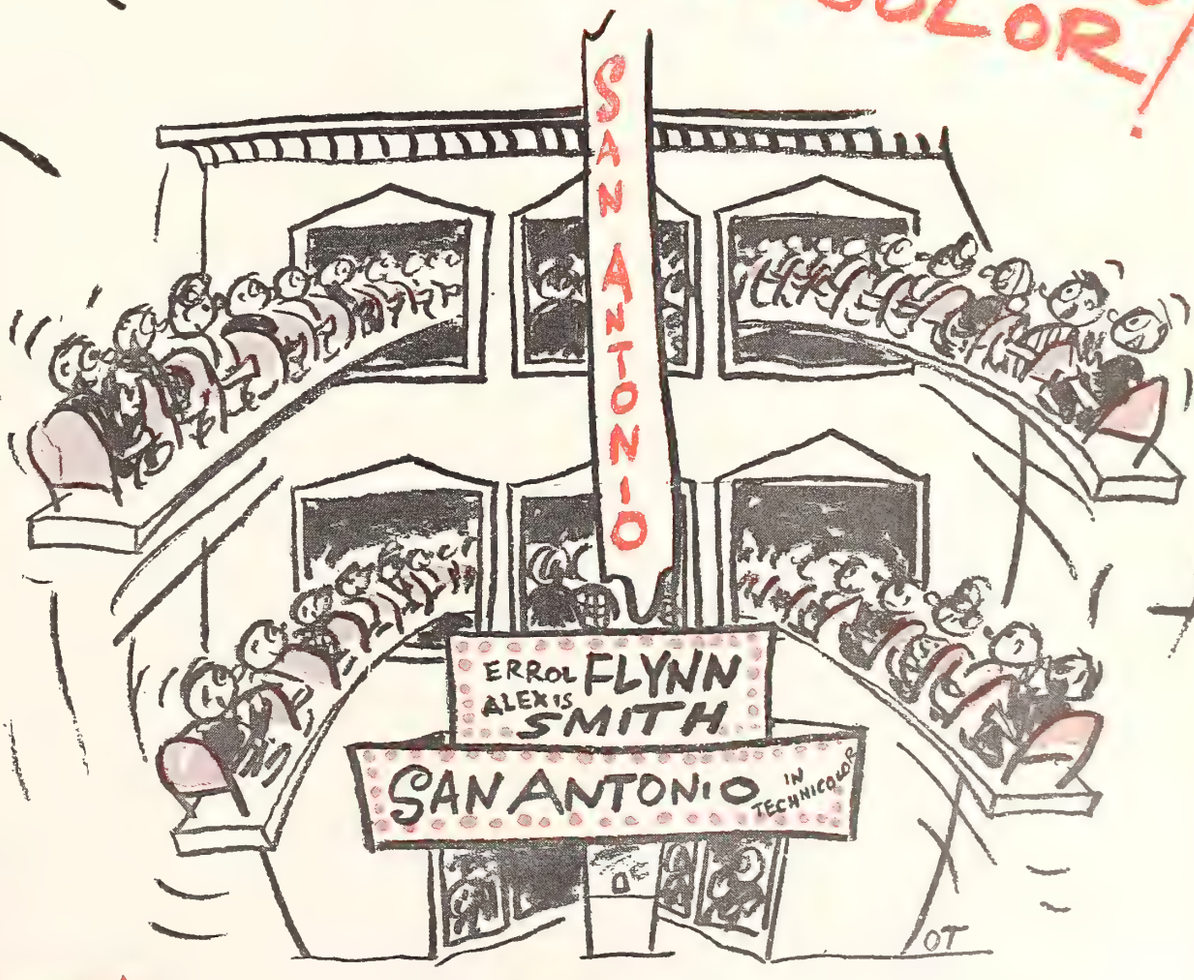
VOL. XCV ... No. 32,133.

U.S. CITIES OVER-CROWDED

Latest Survey Shows Nation Lacking

Pic

Especially San Antonio in TECHNICOLOR!



WARNERS!! Present

ERROL FLYNN • ALEXIS SMITH
IN "SAN ANTONIO" IN TECHNICOLOR
with S. Z. SAKALL • Victor Francen • John Litel • Original Screen Play by Alan LeMay and W. R. Burnett
Music by Max Steiner • Directed by DAVID BUTLER • Produced by ROBERT BUCKNER

REGIONAL — *Continued*

owners in New England, reports that his theatre, seriously damaged by fire recently, will have all the reconstruction completed by April. He is using the lumber and building materials which were to have been used for his new theatre in Presque Isle, Maine. However, that construction was halted for the winter months.

Julius Levine of the United Artists home office has been spending a few weeks in Boston on company business. Since his arrival he has been entertained by various members of the industry.

Ruth Shapiro, secretary to Irving Mendleson of UA, is on a temporary leave of absence to have her eyes treated.

Jim Moore, after a lengthy period in the Army, has returned and replaced Charles Wilson, head booker at Monogram.

Don Torturro, owner of the Elms, Millbury, was seen on Film Row last week.

Walter Young paid one of his rare visits to the district. He is the owner of Strand, Farmington, N. H., and the Oak Birch, Alton Bay, N. H.

Bernie Stevens, owner of the Hampton, Hampton, N. H., had lunch with a number of the Film Row celebrities while he was here last week. He says there are plans under way for a new and modern building to replace his other structure and the architect will submit them fairly soon.

George Ramsdell, head of the Middlesex Circuit, spent the recent holidays with his daughter in Washington.

The E. M. Loew Theatres will immediately let contracts for the erection of a modern theatre to replace the Out-of-Door Theatre, Providence, totally destroyed by fire January 9. The Out-of-Door had a huge wood and frame construction booth and screen background. The new theatre will have built-in seats, modern accessories for the comfort of patrons and an entire steel structure for screen and projection booths. Loss by the fire is estimated at over $20,000, but the new theatre will cost at least twice this amount and will be ready for opening in May. Loew will also greatly improve its other Out-of-Door theatres in this vicinity and will make all of them completely fireproof, in such few instances where they are not already that.

CHICAGO

Raymond Wishart, Army dischargee, is now assistant manager of the Piccadilly. Lt. Bob Boehn, also Army discharged, has rejoined the Schoenstadt Circuit as manager of the Shakespeare. Harry Bishop has gone from the Army to the management of the Peoples Theatre, while Bill Tarnosky, Navy dischargee, is managing the Radio Theatre. Joseph Sharon, another Army dischargee, is managing the Olympia.

Henry Schoenstadt, head of the circuit of the same name, has returned from the Mayo clinic, Rochester, and is gradually regaining his health.

Sam Myers, head of the Myers circuit, has gone to California for a winter vacation.

Film Row extended its congratulations last week to Tom Gilliam, manager of the 20th-Fox exchange here, on his winning a trip to London and Paris in the recent Tom Connors Drive.

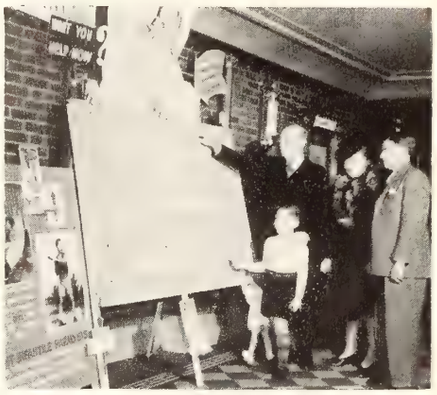
Eddie Solomon of the 20th-Fox publicity staff, is in New York for re-assignment.

Harry Lustgarden of the Balaban and Katz headquarters staff here, is planning a Cuban vacation this month.

Max Behm, former Chicago attorney, Army dischargee, has been elected treasurer of Advanced Pictures Corp.

Frank Smith, RKO western theatre manager, has reported that the Liberty and Orpheum, New Orleans, have been added to his district. He has just returned from a Kansas City trip.

Sam Myers, owner of the Teatro del Lago, North Shore house, has purchased 1300 Kroehler pushback seats for early installation. B. B. Buchanon, theatre seat sales manager for Kroehler, reports the demand for this type seat is the greatest in the company's history.



MAKES IT FUN TO HELP. Manager Michael Stranger, Loew's State, White Plains, N. Y., hit upon a novel method to collect dimes for the March of Dimes Drive with his huge perforated postcard. Above, Mayor Silas Clark of White Plains launches the drive at the theatre by inserting the first dime in the board that is provided with 1200 holes to contain dimes for the Infantile Paralysis Fund. With the mayor in the photo above are poster boy Robert Benedict, who in 1944 was in a wheelchair and in 1945 was able to play ball again, and who now stands in the lobby appealing for dimes; Mrs. Sylvanus Purdy, co-chairman for the drive, and James F. Arbuckle, executive secretary of the Westchester Chapter.

Joe Kallison, former Chicago general manager for Marks Brothers Theatres, has died at Miami, Florida.

A third son has been born to the wife of Charles D. Ryan, son of Charles Ryan, assistant Warner zone manager. The baby has been named Robert Dale.

Lt. Seymour Simon, discharged from the Navy, has joined the law firm of Schradzke and Gould. Formerly a special assistant attorney in the U. S. anti-trust division, Simon had specialized in the prosecution of film anti-trust cases.

Elizabeth Day, Wagner Sign Service vice-president, is in Florida vacationing. Sol Nadler, Army dischargee, has rejoined the company as office manager.

The Val Dale Theatre Co., organized by Valos interests to acquire the 800-seat Hinsdale Theatre, Hinsdale, Ill., is now operated by Eveahern Theatre Co. William Valos is president of the new company and Larazus Krinsly is secretary. The Valos Circuit also includes the Geneva Theatre, Geneva, Ill., the Wheaton, Wheaton, Ill., the Egyptian and Fargo, DeKalb, Ill. The circuit has sold its interest in the Glencoe, Glencoe, Ill., to the Sam Myers Circuit. George Valos has been in the Navy for three years and soon expects his release. He will return to the circuit's management with his brother Will. Thomas K. Valos, father of the boys, has been active in the circuit management during the war.

OMAHA

Capt. Jud Green is the new chief of theatre operations for the Seventh Service Command with headquarters in Omaha. He formerly was in charge of theatre activities at Camp Crowder, Mo.

Tony Goodman, former 20th-Fox booker, who was with the Seabees, has received his discharge and is back in Omaha.

Sol Francis, Monogram district manager, is back from an Oklahoma City trip.

Ching Allen, who is United Artists new district manager in this teritory, was formerly an RKO boss here.

Wiliam Z. Porter, Monogram auditor, spent several days here.

Clarence Blubaugh will leave next week for New York where he will have an opportunity to tour the MGM home office. He is a salesman here.

Dorothy Biesendorf, former Wave, is back at her old post as information girl at MGM. Jean Vinci moves from "hello girl" to utility girl.

Phyllis Christensen, RKO stenographer, has received word that her boy friend, Hurst Otto, has been sent overseas.

Harold Johnson, Universal branch manager, is back from a sales conference in Chicago.

Clara Semerad, Universal contract clerk, is out with influenza.

Thomas Edwalt has purchased the Rialto Theatre, Geneva, from Bert Beams, who owns the Red Cloud.

Martin Heuer has sold his Peru Theatre at Peru to Amon Sanders of Silver Creek.

Former dancing partners of Fred Astaire when he used to live in Omaha were invited to attend screenings of his latest picture "Yolanda and the Thief."

R. W. Cumming is remodeling a building at Culbertson, Neb., and will convert it into the Gem Theatre. Scott-Ballantyne Company of Omaha will furnish equipment for the 250-seater. The opening is scheduled for late this month.

BUFFALO

Anne McIlhenny, Buffalo *Courier-Express* film writer and former Wac captain, is in Hollywood surveying the movie scene.

Joe Miller, PRC district manager, is here from Albany.

A civilian again after three years in the Army, Vincent Martina has resumed his duties as manager of the New Astor, Attica. Likewise, Carl J. Palvino at the Cuba, Cuba. Both are Martina Circuit houses.

Joe Le Vee, local Warner sales representative, has gone to the coast to recuperate from a nervous breakdown.

Margaret Hoffman of the Michaels Theatres will middle-aisle it February 9.

Sidney Kulick, Bell Pictures, is here from New York.

MEMPHIS

Oscar Doob, in charge of theatre operations for Loew's made an inspection trip to Memphis last week, conferring with Col. Cecil Vogel, manager of Loew's Palace and Bill Kemp, manager of Loew's State. Doob's trip through the South was harried by bad flying weather and he was forced to leave a plane and travel by train at Greenville, S. C., New Orleans and Houston.

A. D. Fielder has opened his new theatre at Steele, Mo., a 700-seat house for Negroes. The entire building is new.

Frank Heard and Maurice Bass, MGM salesmen here and recently returned war veterans, are in New York this week for home office sales conferences. Robert Bowers and Tommy Baldridge, MGM salesmen, will make the home office trip starting January 25.

John Staples, owner of the Franklin, Piggott, Ark., is building a new 500-seat theatre there.

John Keller, co-owner of the Joyner, Joyner, with Odis Ball, is home from service.

Dave Prince of RKO, Atlanta and southern captain for the ninth annual Ned Depinet Drive; Frank Drum, New York; Ben Cammack, district manager at Dallas and Bob Hickey, advertising representative out of Chicago, were in Memphis last week on the drive, conferring with Al Avery, branch manager. All salesmen were called in from the road and all RKO em-

(*Continued on Page* 38)



DRIVE WITH A HEART!
MARCH OF DIMES!

Every day on hundreds of radio programs! Precision pre-selling by 20th Century-Fox

REGIONAL — *Continued*

ployes here attended the pep meeting. The group left here for New Orleans, accompanied by Fred Ford, Memphis-New Orleans advertising director.

B. Cranch, after three years and three months in the Army, has returned to the Loew organization here as assistant manager of the Palace. Before entering service he was assistant manager at the State.

Memphis Variety Club entertained with a buffet supper last Sunday night, in honor of Roy Acuff, following his benefit show at Ellis Auditorium for the Mothers' Milk Bank operated by the club. It was the second annual benefit given for the fund by Acuff, who was assisted by local hillbilly talent.

MONTREAL

Raymond Mondor, local manager of the N.F.B. offices, reveals that about 50 societies and business groups are putting pressure on the City Hall for the establishment of a municipal film library.

United Artists' local manager, Georgie Heiber, late of Saint John, N. B., and Mrs. Heiber are celebrating the arrival of a daughter, Sandra Jane.

Hatton Taylor, of RKO, has returned from Quebec City and Sherbrooke.

Sam Jacobs, of Monogram, advises that "Johnny Frenchman," the Eagle-Lion production, is about ready for distribution here. Paul Dupuis, the star, is well known throughout the province, since his father is a prominent judge.

RKO is planning the release of 15 films made by the French division of Pathe. First to come will be "Pont Corral" with French actor Pierre Blanchard.

Tommy Cleary, of Consolidated, is readying a campaign on "Kitty." There will be a pocketbook tieup with Benjamin News here, while in Toronto, he advises, Harriet Hubbard Ayres is aiding in a dress modeling scheme.

A new film exchange will be erected this spring on St. Alexander street, between Dorchester and St. Catherine. Regal Films favors the idea and Empire Universal has signified its intention of moving in. A similar building owned by Regal, is going up in Toronto.

There is a prediction that when and if Laurence Olivier's "Henry V," comes here it will be cut by 40 minutes, a cut roundly condemned by local critics who have seen the film in England.

PITTSBURGH

C. E. Peppiatt, new Atlantic district manager for 20th Century-Fox, paid his first visit to the local exchange on Tuesday and Wednesday of this week, accompanied by A. W. Smith, Jr., Eastern Division manager. A luncheon, introducing him to the exhibitors in this territory, was held on Wednesday in the Forum Room of the William Penn Hotel.

Eddie Moriarity has been released by Uncle Sam's Navy and has resumed his pre-war position of city salesman for MGM here.

Manny Greenwald, manager of the Barry Theatre before entering military service, is another who has taken over his pre-war position.

Virginia Kearns, of 20th Century-Fox, will wed her ex-GI fiancee, Chas. Bayles, on February 4. Miss Bessie Dailey, of the same exchange, has announced her engagement.

The film and theatre industry here was saddened to learn of the death of Louis Lapidus, father of Jules Lapidus, Warner Brothers' Eastern sales manager, last week.

L. H. Garbarino, who operated a theater in Clarion, Pa., before entering the service and who spent several years with the army in the Pacific area, was married recently to Miss Ruth Graham, of Clarion. They will make their home in Buffalo, and it is reported that the groom will become affiliated with the Dipson Theater Circuit there.

Joe Mazzei, former exhibitor who operated the Verdi Theater in Belle Vernon, Pa., for several years, has purchased the Film Row Restaurant.

Ex-Senator Frank J. Harris, head of the Harris Amusement Companies, who is confined to Mercy Hospital here is reported improving.

Robert H. Suits and Frank J. Baker have resigned as bookers for Cooperative Theaters, Inc., the latter to return to a theater manager's position in Youngstown, Ohio. Succeeding them are Allen Shaw and Robert Kimmelman.

Lillian Klein, employed by the Harris Amusement Company for a number of years, passed away in the Montefiore Hospital last week after a brief illness.

John H. Harris, general manager of the Harris Amusement Companies, returned to Pittsburgh over the week end after a month's stay in Hollywood, with his son, John Jr., and left Sunday to join "The Icecapades."

William Grainer, veteran film exchange and theater employe has been appointed office manager and head booker for Republic Pictures here.

New Theatre Blessed

Saying "They bless battleships, why not theatres," Rev. J. E. Gryczka, pastor of St. Hedwig's Church, Larksville, Pennsylvania, offered his blessing at the opening of Mr. and Mrs. Joseph Emashowski's New Larksville.

DES MOINES

Barney Brotman, independent theatre exhibitor of Rock Island and Moline, Ill., was unanimously elected second chief barker of the Des Moines Variety Club. Brotman has been active in the re-organization of the Des Moines Tent and responsible for a 100 per cent representation of the 18 members of the Quad City Theatre Manager's Association, of which he is president.

G. Ralph Branton, chief barker of the Des Moines Tent, announced that three big "get-together" parties will be held during February, March and April. The February party will be under the supervision of the film salesmen with Mayo Beatty as chairman; the March party under the direction of film distributors with Stanley Mayer as committee chairman and Nate Sandler is in charge of the April party to be staged by the exhibitors. The three committees will vie with each other to see which can put on the best party. Guests at the Des Moines meeting were Oliver C. Broughton of MGM's New York home office and William B. Potts, independent exhibitor of Lansing, Michigan.

Harry Moore, manager of the Paramount Theatre, Cedar Rapids for Tri-States, has been named Cedar Rapids city manager by the company. Before coming to Cedar Rapids, Moore was with the Columbia Amusement Co. of Paducah, Ky.

Chuck Elder, Paramount booker, is recovering from an appendectomy at the Veterans Hospital. His co-worker, Hillis Carlton, is also ill.

Friends of Jim Castle, Paramount exploiteer, are wondering if he will get to Des Moines as scheduled this time, or whether he will again fly all over the midwest. Last time he tried it, he boarded a plane at Kansas City and headed for Omaha and after flying over the city in a thick fog, had to go back to Kansas City and make the town by train. Boarding a plane there he tried to fly to Des Moines, but was forced to go back to Omaha when the plane developed motor trouble. This time his friends hope he makes it. He is working on the picture "Lost Weekend."

Collection of the state two per cent sales tax during the July-August-September 1945 period reached an all-time high, according to returns made by amusement operators. Collections from 1,130 operators amounted to $113,409, which compared with $95,093 collected from 1076 operators for the same period in 1944.

Efforts are being made to bring the premiere of 20th Century-Fox's "Centennial Summer" to Des Moines in connection with the state's centennial being observed this year. Plans call for the picture's premiere during July and Des Moines organizations are seeking to bring President Truman to the city at the same time of the premiere if it can be obtained.

Louis Shaffner and his sons at Moravia are planning to erect a new amusement center which would include a theatre, skating rink and bowling alley. The building will get underway as soon as materials are available, Shaffner reported.

The visual instruction department of Iowa State College furnished 16 mm. films for 664 showings in Iowa during the recent Victory Loan Drive, with a total attendance of 60,913 persons. The films are being stored at the college as a documentary record of the war.

HARRISBURG

The theatres again are participating in the March of Dimes by showing the short which features Greer Garson's appeal, and by sponsoring collections between shows. The downtown houses started their campaign Thursday, while the neighborhoods will get under way Monday with their part of the drive. Sam Gilman, manager of Loew's Regent, holds the same job this year as in past campaigns, that of chairman. He has enlisted the help of the other exhibitors of the area and, in addition to having aides make the person-to-person collections during breaks, has arranged for special containers to be placed in theatre lobbies.

Re-issues which drew crowds this week were "Buck Benny Rides Again" at the Rio; "Imitation of Life," Capitol; "Zombies on Broadway," "Lady on a Train," Rialto; "Guest in the House," Roxy.

The Hotel Hershey, *highlights,* a four-page paper issued weekly for guests at the hotel and distributed in the town, nearby communities—and to a large mailing list, had a first-page feature listing all the features which played at the Hershey Community Theatre during the past year. Harry C. Chubb, manager, compiled the list, which included 190 full-length movies, and he also added the monthly March of Time series, weekly Universal and Pathe news features and other shorts.

Martha Corbett Souders has returned as an usherette at the Senate Theatre.

Former Senate employes discharged after service in the armed forces include Lieut. Earl Shoop, Charles Overmiller and Bob McKay. The first two will return to school, while McKay, former assistant manager, has gone to work for a city radio parts manufacturer.

INDIANAPOLIS

A victory dinner was held at the Claypool Hotel Thursday night as the final war bond campaign ended officially. Among those present were Eugene C. Pulliam, state chairman of the War Finance Committee; William Trimble, Marion county chairman and Emil Schram, president of the New York stock exchange.

Charles B. Austin, Gary, has opened the new Baden Theatre, at West Baden. The house has new booth equipment and has been thoroughly renovated.

Charles Schlegel, Sr., stage manager for the Murat Theatre and for the Indianapolis Symphony orchestra, who fell and broke his shoulder Dec. 22 while leaving the theatre, is on the mend.

James L. Larrimore, is the new shipper at the PRC exchange.

Bernie Kranze, RKO district manager, visited the local exchange Wednesday and Thursday on business.

Herbert Boss, who was until recently connected with Paramount on the booking desk, is now on the Columbia booking desk. He succeeds Abe Baker, resigned, to accept a selling position with PRC exchange.

Mrs. Ruth Johnson, biller at Columbia exchange has resigned and will devote her time to home duties, since her husband has been discharged from the Army. She is succeeded by Mildred Grubb, who was formerly clerk typist. Virginia Posha is the new clerk typist.

Homer C. Knox, Republic salesman, has recevered from a serious attack of influenza and will again resume his duties in southern Indiana and Kentucky. Robert O. Miller, who recently was discharged from the Army and who served as shipper and poster clerk at Republic, has been promoted to student salesman and will assist in the southern Indiana and Kentucky territory. He is succeeded by Charles Acton, recently discharged from the armed forces, in the shipping and poster department.

Laura Grunnie, billing clerk at United Artists exchange, has been promoted to secretary to Elmer Donnelly, exchange manager. She succeeds Degarmo Spear, resigned.

A. B. McCoy, manager of the Strand Theatre, Louisville, Ky., has returned to his desk after a short vacation.

Vernon Elmer, formerly head shipper at Universal, is enroute to Los Angeles, Cal., by auto. He plans to enter the motion picture business on the West Coast.

The Cozy and Downs theatres, Louisville, Ky., were victims of a hold-up during the week. Bandits succeeded in taking the evening's receipts in both houses.

Syl Groves and Herbert Nadal, Louisville exhibitors, are planning a trip to Hot Springs, Ark., for a much-needed rest.

William (Bill) Coons, Film Row druggist, is planning a trip to Florida, to enjoy the sunshine and improve his health.

The Indianapolis Variety Club will install its newly elected officers February 4th in the Antlers Hotel ballroom. There will be a buffet luncheon and dancing following the ceremonies.

Al Blocher, of the Y. & W. Circuit, is in Chicago on business.

DENVER

Charles M. Reagan, vice-president in charge of sales, headed the New York delegation that attended the Paramount sales meeting held in Denver Monday and Tuesday. The meeting was attended by home office executives, several exchange managers, and others. Sales policies and production plans occupied the time. Reagan declared the public is more receptive to realism in films than it was a few years ago and that was why movies are following novels more closely than they formerly did. "Several years ago, we couldn't have made a picture like "Lost Weekend" and expected it to be a commercial success," he said. "But movie fans who prefer the lighter fare need not be afraid of a steady diet of serious films. We're still in business to make money, so we'll still produce musicals and light comedies. Movie makers feel a responsibility to produce pictures showing the American way of life as it really is, rather than as many people in foreign countries think it is." Attending the western division sales meeting were Reagan, George A. Smith, Claude Lee, Curtis Mitchell, Oscar Morgan, Pat Scollard, Joe Walsh, Fred Leroy and Lester Coleman, all of New York; Ralph LiBeau, district manager, Kansas City; Del Goodman, district manager, Los Angeles; Hugh Braly, district manager, Denver; C. J. Bell, manager, Denver; Herb Kaufman, manager, Seattle; Jim Clark, manager, Portland; Jess McBride, manager, Omaha; Neal East, manager, San Francisco; Al Taylor, manager, Los Angeles; Harry Hamburg, manager, Des Moines; Ray Copeland, manager, Kansas City; Morris Schweitzer, manager, St. Louis; Ish White, sales manager, Los Angeles, and these salesmen, office managers and others: Frank Smith, Henry Haustein, Rube Rosenblatt, James French, Max Hadfield, John Hurley, Loyd Leiser, Ted Reese, Al Chaffee, John Koenig, Ralph Hayden, William Haarman, Miss Hannah Trater, Mrs. Tillie Chalk, Robert Blair and F. S. Gulbranson, Spanish version representative.

Charles P. Manley, Kansas City popcorn machine manufacturer, died in Denver while on a visit to the National Western Stock Show. The body was removed to Kansas City for funeral and burial.

Mike Roth is recovering after a gall bladder operation at Mercy hospital.

The Acme, Riverton, Wyo., has been sold to Tom Knight by Mrs. Lee Mote. Knight has been with the theater for 14 years.

Kenneth Powell of Wray, Colo., has been spending several weeks in California on a vacation.

PHILADELPHIA

Everett C. Callow, Warner Theatres advertising man, has worked up another stunt that should bring in plenty more dimes for the March of Dimes campaign. He has organized a group of pretty girls, known as the Night Club Commandos, who will swarm around the town's bright spots and round up customers for the infantile paralysis fund. This is just one more way the entertainment field in Philadelphia is working to bring in those precious dimes.

Sam Stiefel, former theatre biggie in these parts, who departed for the west coast for bigger things, is now behind a group of race horses, and has named J. Herb Schock as his trainer.

John Goller, head of the Hollywood exchange, is going to Florida because of ill health. He has taken in Carl Munzer as an associate to conduct his affairs while he is away.

Harry Goldberg, now national head of the Warner Theatres publicity department, but who originated from here, is receiving congratulations on his appointment as a member of the board of directors of the National Anti-Defamation League.

At an affair at the Bellevue Stratford Hotel on Benjamin Franklin's Birthday, January 17, Ted Gamble was awarded the Poor Richard Club's annual gold medal of achievement for his great work as "history's greatest salesman" in the sale of War Bonds during all the War Bond Drives. Roger Clipp, president of the club, made the presentation and bought from Gamble the one billionth E Bond which was of a $1,000 denomination and announced that it would hang in a frame in the Poor Richard Club.

DETROIT

The Variety Club installed officers at a gala party in the Swank Latin Quarter night club. The new officials include Arvid Kantor, chief barker; Arthur Robinson, first assistant; Robert Dunbar, second assistant; Irving Belinsky, dough guy; Jack Zide, property master; Earl Hudson, Carl Buermele, Morris Dudelson, Harry Gilbert, Milton Cohen and Irwin Pollard, canvas men.

Irving Wormser eastern sales manager for

(*Continued on Page* 40)

Geared for Your Box-Office!

A strong picture that can lift grosses



BOOK IT NOW

AT THESE ASTOR EXCHANGES

Atlanta, Astor
Boston, Embassy
Buffalo, Pam-O
Charlotte, Astor
Chicago, Capitol
Cincinnati, Popular
Cleveland, Imperial
Dallas, Astor
Denver, Commercial
Des Moines, King Enterprises
Detroit, Allied
Kansas City, King Enterprises
Los Angeles, Astor
Memphis, Astor-Dallas
Milwaukee, Astor
Minneapolis, Astor
New Haven, Conn. Film
New Orleans, Dixie
Canada, Peerless Films, Ltd.
New York, Astor
Oklahoma City, Astor-Dallas
Philadelphia, Astor
Pittsburgh, Crown
Portland, Star
St. Louis, Astor
San Francisco, Astor
Seattle, Star Film
Washington, Astor

REGIONAL — *Continued*

Film Classics, is in Detroit on a brief business trip that called for conferences with Albert Dezel, manager of the Detroit-Cincinnati-Cleveland circuit for the organization.

With the expected early return of 2 more United Detroit Theatres employes from the armed services, only one will be outside the fold, as the Earl Hudson organization laid plans for a postwar program second to none ever attempted in Michigan. Those expected back soon are Harold Brown, booker, Army; Leo Ward, manager of the Norwood Theatre, Marines. James Easson, former manager of the Palms State, will be the only member outside the civilian fold. He has been wearing khaki only a year and the date of his discharge can't as yet be approximated.

Of interest to Michigan movie exhibitors is the new $30,000 theatre being erected in Perry, Mich., a community of less than a thousand population.

Before launching the "March of Dimes" drive, Detroit and Michigan movie executives met with officials of the National Infantile Paralysis Foundation in the Statler Hotel and saw demonstrations of muscle re-education by Dr. Don W. Gudakunst, medical director of the National Foundation. Greer Garson's appeal for the drive will be featured on all Detroit and Michigan screens throughout the drive. Chairmen for the drive in the theatres are J. Oliver Brooks, Butterfield Theatres; Paul Schlossman, Muskegon, Mich.; David Newman, Co-Operative Theatres of Detroit; Frank J. Downey, and Jack Goldhar, United Artists Corporation.

CLEVELAND

Sol Schwartz, general manager of RKO Theatres, spent a day in town last week, this being his first visit to Cleveland in almost a year. He arrived just in time to see big crowds filling the Palace Theatre for the first stage show presented there since last November when the vaudfilm policy was shelved for straight pictures. Milt Harris, former local publicity director and now managing the Miami (Florida) Drive-In, writes to invite all Clevelanders Miami bound, to look him up.

Dorsey Brown, ex-serviceman and former MGM office manager, is back with the company.

Variety Club, under the leadership of PRC Branch Manager Edwin R. Bergman, last week presented Crile General Hospital with a greatly needed new motion picture screen. Motion pictures are used extensively and with marked success in the hospital's pschychiatric ward.

Mrs. Jack Soog, wife of the local MGM branch manager, left over the weekend for Santa Fe, New Mexico, to get first hand information about her newly arrived grandson.

H. L. Tracy was around last week introducing C. M. Boyer, to whom he has sold his Temple Theatre in Willard. Tracy is on his way to Hot Springs, Ark. for an extended vacation.

Home on leave are Gloria Sogg Albert and her husband, Lt. (j.g.) Gerald Albert.

August Ilg of the Ohio Theatre, Lorain, was in town for the trade screening of MGM's "Ziegfeld Follies."

B. Rose, owner of the Sunbeam, died last week. His son Bernard, continues to operate the house.

William Shartin arrived to take over the management of the local United Artist branch, but his wife and daughter Iris, went on to California.

Sherman Germaine of the United Artist New Haven office has been assigned as acting office manager here until Lester Dowdell has regained his health.

J. Maxwell Joice, Paramount exploiteer, really took over the ITO convention in Columbus, what with his banners in the convention hall, a cocktail party with a brunette hostess tagged "Kitty," a blonde hostess named "Susie Slagle," a musician in Spanish costume with "Masquerade in Mexico" on his sash and paper cocktail napkins imprinted "Lost Weekend."

Nat Wolf, Warner zone manager, made two trips to Portsmouth during the week to see about correcting the $7000 damage to the Laroy Theatre caused by fire.

Abe Kramer, one of the top officials of the Associated Circuit, had the pleasure last week of seeing his daughter, Hope, on the screen. She is starred in PRC's forthcoming "Flying Serpent."

WASHINGTON

Theatre owners of the District of Columbia, have thrown their full support behind the United National Clothing Drive now under way. All theatres are publicizing the campaign by the use at each show through January 31 of the United National Clothing Drive trailer, and eighteen local and suburban theatres will hold special clothing matinees.

Van Johnson has been announced as the first screen star scheduled to appear in Washington for the events which will be dedicated to the memory of Franklin D. Roosevelt on January 29 and 30.

George Page, manager of the Colony, will be married January 26 to Frances Scudiere.

Warnerites who attended Variety Club Tent No. 11's induction of officers luncheon on January 14, were George Crouch, who will be on the board of governors for 1946 and is chairman of the special committee and a member of the welfare and finance committee; Frank La Falce, who is also on the board of governors for 1946 and is chairman of the publicity committee, and a member of the ways and means committee; Harry Lohmeyer, Alan Bachrach and Frank Sobotka. Warnerites who will play an important role in Variety Club's affairs in 1946, in addition to those mentioned above, are John J. Payette, on the executive committee and A. J. Brylawski, on the speakers and distinguished guests committee, and the executive committee.

Dorothy Kolinsky, Warner publicity dept., will resign February 2 to begin her new duties as secretary to Variety Club Tent No. 11.

TORONTO

The Cinema Theatre in Toronto's North End has reduced its admission prices in what is believed to be the first to adopt a lower scale since the war. Matinee admission price is now only 18 cents, while the early evening ticket costs 25 cents, the later price being 30 cents, amusement tax included in all cases. Manager W. J. McMillan made the announcement for the Cinema, which is a part of 20th Century Theatres.

Regarded as the leading union in the Dominion, Toronto Local 173 of the Moving Picture Operators Union, held its annual election of officers at which almost a new board was chosen. Art Milligan, long at the Imperial Theatre, was again the selection for the presidency while others included: vice-president, Art Kerrins, Uptown; financial secretary, George Jones, Tivoli; recording secretary, Pat Travers, Broadway; business agent, William P. Covert; executives, Jack Hill, Capitol; Carl Wells, Uptown; Ed Shields, Bellevue and Lou Lodge, relief operator.

Wife of the Canadian general manager of Warners, Mrs. Haskell M. Masters of Toronto, was elected national treasurer at the annual convention last week of the National Council of Jewish Women. The organization has turned to extensive peace-time relief work for the unfortunates of Europe and elsewhere.

After being struck by a streetcar trailer as it jumped the rails at a terminal loop, Gerald Campbell, 51, Rito Theatre projectionist, died in a Toronto hospital two weeks later from injuries.

The Ontario Council, Independent Exhibitors of Canada, postponed its annual convention until January 29, at the King Edward Hotel, Toronto, with Ben Freeman, owner of the Royal Theatre, Long Branch, presiding.

A baby sister to Barbara has been born to Mr. and Mrs. Edward Charles Collins at St. Michael's Hospital, Toronto. The father is the manager of the Belsize Theatre, Toronto, a unit of 20th Century Theatres.

Eugenie Fitzgibbons, second son of President J. J. Fitzgibbons of Famous Players Canadian Corp., has been appointed assistant manager to Capt. Russ McKibbin of the Victoria Theatre, which is scheduled to open January 31, after a remodeling program.

One of the principal items on the business agenda for the fifth annual conclave of the Canadian Picture Pioneers at the Royal York Hotel, Toronto, February 1, is the Clair Hague Memorial Fund, which was established last fall as a tribute to the founder of the order who died 11 months ago. The fund started off with a



FIRST LITERARY PROPERTY. Story Productions executives witness the signing of the contract which gives the newly formed producing company screen rights to its initial literary property, "This Side of Innocence," currently running as a serial in The Ladies Home Journal and named as the Literary Guild selection for May. Signing the contract is Taylor Caldwell, as Annie Laurie Williams smiles approval. Standing (l-r): Hal Horne, Story Productions' chairman of the board; Marcus Reback, Miss Caldwell's husband; Stanley E. Kramer and Armand S. Deutsch, vice-president in charge of production and president of Story Productions, respectively.

handsome contribution from J. Arthur Rank of England and its purpose is the relief of showmen who become financially embarrassed. L. M. Devaney succeeded Hague as president. Jack Arthur is organizing an old-time vaudeville show for the dinner entertainment.

Four representatives of the Capitol Theatre, Brantford, Ont., formed the largest group among the candidates for the 1945 class of the second birthday party of Famous Players' 25-Year Club, who were honored at the dinner of the employes' organization in the King Edward Hotel here recently. They comprised Manager Ernie Moule, who has just recovered from a serious heart ailment; Mrs. Florence Ginn, Christina Aulseybrook and Thomas W. Johnson, all of whom had completed a quarter of a century with the company within the past year. There were also two from the Palace, Toronto, in Manager Charlie Querrie and Wallace Brown. Thomas M. Callendar was the only one from Toronto head-office who was honored this time.

Arch H. Jolley, executive secretary at Toronto of the Motion Picture Theatres Association of Ontario, visited Hamilton, Ont., as the guest of Manager Lloyd Gurr, Century Theatre there, to address a luncheon of the Lions Club. Among other theatermen in the audience of 75 were Kent Craig, supervisor of United Theatres and Manager Jim McDonough of the Tivoli.

William Weiss of Toronto held an organization meeting at Ottawa of independent exhibitors, as manager of the Allied Co-Operative Theatres, Inc.

Warren Jenkinson has taken over the management of the Royal Theatre, Aurora, Ont., and the Star at Carleton Place, following the recent death of his uncle, Ed J. Warren, one-time president of the MPTA of Ontario. At the invitation of Jenkinson, Arch H. Jolley of the Ontario Association, spoke before the Lions Club of Aurora, the gathering comprising 53 members and guests. Morley McPhee, manager of the Strand Theatre, New Market, was one of the guests.

ST. LOUIS

Henry Holloway's Gem Theatre had its scheduled grand reopening January 16 ruined, when members of the St. Louis Theatrical Brotherhood, Local No. 6, an affiliate of the IATSE began picketing the house because Holloway had refused to employe a union stage hand at a special rate of $55 per week. When Local No. 6 threw a line of four pickets in front of the house, the two union projectionists, Elmer Bruno and J. Anthony, refused to pass through the line and the house could not commence operations.

Fred Wehrenberg, head of the Wehrenberg Circuit of eleven neighborhood and suburban houses, said that many of the smaller theatres of the city and county would be forced to close if Local No. 6 insists upon the employment of a stage hand. Each closing of a union house would automatically throw out of employment two members of Local No. 143, since all but three of the theatres in the St. Louis area use two projectionists per shift. Other motion picture theatre owners also stated the smaller houses would be forced out of business by the campaign outlined by Elmer Moran, business agent for Local No. 6.

Three members of the St. Louis Theatrical Brotherhood, Local No. 6, IATSE affiliate, have died within the past ten days, bringing to seven the total of members of the organization who have departed this life during the past three months.

The performance at Fanchon & Marco's Fox was interrupted for two hours on January 16, as the result of a fire at the Union Electric Company of Missouri. Some 1300 persons were viewing the show and all but 300 remained until the house resumed operations. About 300 patrons had their admission price refunded because of the interruption.

An arbitrator will soon be named to hear the complaint filed with the St. Louis tribunal of the American Arbitration Association by H. E. Webster, owner of the Princess, Percy, Ill., and the New Webster, Steeleville, Ill., that since April, 1945, Loew's, Paramount, RKO Radio and Warners have refused to license their pictures to the two theatres on a reasonable clearance basis. He has asked that the AAA set availability dates for the two houses and to fix a maximum clearance period for the opposition houses after the territorial release date of pictures.

Walter and John Mullan, two veterans, are constructing a new neighborhood theatre in Mattoon, Ill. They are personally doing part of the construction work and are hopeful the house will be ready for opening early in February.

Ed Terhune is RKO Radio's new publicity man for this territory.

It is reported that a new theatre may be built at Dorena, Mo., which now has the 220-seat Dorena. Details of the new project are not fully available.

C. D. Hill, Columbia manager, was in Springfield, Ill. this week.

Herby Buschmann is right at home in the post of booker at Columbia. He got back in civvies recently after some five years in Uncle Sam's fighting forces, working up to a captaincy, with a majority offered him just before he doffed the uniform. He is on his 90-day terminal leave, which still has some time to run.

T. J. Price of Oblong and his son-in-law, Kenneth Rought, were seen along Film Row this week.

Fred C. Souttar, Fox Midwest executive is nursing a cold.

Cupid apparently anticipates a real 1946 harvest at the RKO Radio office. The following lovely misses are proudly displaying sparklers on "that finger": La Rose Sweeney, Laverne Fitzmaurice, Margaret Chapman, Peggy Lyons and Katherine Gise. Returned servicemen are said to be the lucky ones.

Harry Hynes, Jr., is now busy in the post of chief booker for Universal, for which his dad is St. Louis manager. Junior was mustered out of service by the Army recently. Harry Hynes, Sr., returned January 16 from a Universal sales conference held at the Blackstone Hotel, Chicago.

Admission-Free Premiere

The public was admitted without charge to the premiere of Adrian Wattel's Adrian Theatre, Arnolds, Calif., which was held January 7th. A vaudeville show was part of the opening Ceremony.

NEW YORK

The Hecht and Fabian Circuits will build a theatre in Allwood, New Jersey. Construction is scheduled to get under way soon.

The Calderone Theatre Corp., Hempstead, Long Island, is completing plans for a new theatre to be erected late this year or early next. Calderone owns the Rivoli and Hempstead, which were leased to Fox Metropolitan Playhouses and are now operated by Skouras. Gary Piccione, secretary of the new theatre building company, also owns the Mineola, Mineola, L. I. It is not known yet whether Skouras will operate the new house.

Arthur Weinberger, Warner office manager is home ill. Dan Ponticelle, New Jersey booker, has returned after an illness.

Morris Broskie, operator of the State and Windsor, West Orange, New Jersey, is home ill. Louis Weizman of the Strand and Summit, Union City, is out of bed after 10 days illness.

Wilbur Snaper, son of Dave Snaper, head of the circuit bearing his name, has married the sister of Dorothy Killgallen. Wilbur, recently discharged from the Army, is now booking and buying for his father's circuit.

The McKinley, Bronx, is now booking through the Island Theatre Circuit, with J. E. Liggett acting as agent.

The Park, Union Sity, New Jersey, besides its program of re-issues, is running stage shows on weekends.

Frank L. Gates, 57, head of the Warner Insurance Dept., died last Wednesday after a short illness. He is survived by his widow and a son. Gates had been with Warners for two decades.

Jack Greenberg has returned to work in Columbia's exchange following an Army discharge.

The Grove, Brooklyn, has ben sold by J. Leff to the Vin Amusement Corp., Herbert Wolfert, president.

Cpl. Harold Abrams, back after 20 months overseas, has started work in Warners' home office. He is a son of Phil Abrams, head of the print department at the exchange.

Harry A. and Mrs. Kridel, owners of the Plaza, Newark, are enroute to Florida for a month's vacation.

Lou Johnson, MGM exchange head shipper, is in Florida on sick leave.

Ben Wray, head of General Film Delivery, is taking his first vacation in 20 years in Florida.

The Interboro Circuit has signified its intentions of building a theatre at Queens Boulevard and Van Wyck Street, Long Island.

Ralph Pielow, Jr., son of the MGM exchange executive, has been discharged from the Army at Fort Dix. He has completely recovered from an operation which removed shrapnel from his stomach, received while in action in France.

Manny Friedman, Century Circuit district manager, is back after a week's illness and Walter Smith, also a district manager for Century, is on vacation.

Tom Wright, manager of the State, New Brunswick, New Jersey, celebrated his eighth wedding anniversary on Monday.

Irving Hillman, released from the Army, has rejoined the Warner Circuit as manager of the Empress, Danbury, Conn.

The Tomkins and Comet theatres, Brooklyn, owned by F. Schwartz, have been sold to the Globe and Ideal Amusement Corporations respectively. Sidney Drier is president of both Globe and Ideal.

Commander F. C. Henry, former Paramount Philippines branch manager, has been appointed district manager for China, Japan, the Philippines and Indo-China. He will leave New York fo rthe coast January 26 and a week later for the Orient.

Harry Goldberg, Warner Theatres director of advertising and publicity, has returned from a trip to Washington, Pittsburgh, Cleveland, Chicago and Milwaukee.

Fred Quimby, MGM short subject sales head, is in New York from the coast.

Mitchell Cotton has returned from service to the RKO advertising audit control department.

Paramount Secretary Claire Maitland is handling a 16-piece orchestar of former GIs.

Tina Chirafisi, secretary to Norman H. Moray, Warner short subject sales manager and Peggy McManus, secretary of Charles Davis, transportation manager, will be married on January 27 and February 3 respectively.

Joan Roggen, Paramount pressbook writer, has left for the coast. She has no job there but hopes to make connections at the studio.

Harry Anderson, discharged from service, is

(*Continued on Page* 42)

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New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

REGIONAL — *Continued*

back in RKO's art department.

Julia Sullivan, assistant to Curtis Mitchell, Paramount advertising and publicity head, is in bed with the grippe.

A total of 958 employes at 23 exchanges collected from one to three weeks extra salary in the recently concluded 19 week Tom Connors drive.

Carlos Baveeta, 20th-Fox managing director in Brazil, is visiting the home office.

Henry Suchman, manager of the Ritz, Staten Island, will run 12 cartoons for children at his house on Lincoln's Day morning. The parents Teacher's Association, American Legion and civic clubs are aiding in the promotion.

Lou Goldberg and Larry Cowen, executives of Fabian's Staten Island Theatres, are working on the March of Dimes, the St. Vincent's Hospital Nurses Home, the Victory Clothing Drive for European displaced persons and both have just been appointed to the Richmond County Safety Committee by the district attorney.

Helen Hayes and her playwright husband, Charles MacArthur, will be the honored guests of Cinema Lodge, B'nai B'rith at the next "Cinema Lodge Night" at the Hotel Astor, January 29.

COLUMBUS

Jacob F. Luft and Leo Yassenoff, the latter head of the Academy Theatres, have been chosen as delegates to the tenth annual convention of the Variety Clubs of America to be held May 16-18 in New York. Chief Barker George Anagnost has been nominated for membership on the board of directors of the national organization.

Dave Polland, United Artists exploiteer, is in town ballyhooing David O. Selznick's "Spellbound."

Arthur "Whitey" Egberts, Ohio manager, made sure that all available dimes would flow into his theatre during the March of Dimes campaign. He had a wishing well out on the sidewalk, a lobby display with scores of jars labeled with boys and girls' names and an additional lobby setpiece inviting bobby-soxers to join the Van Johnson Fan Club by donating to the March of Dimes.

Manager Carl Rogers of the Broad staged a Saturday midnight screening of "The Last Chance" for newsmen, religious leaders and other groups.

"The Bells of St. Mary's" wound up its three-and-a-half-week run at the Palace and Grand, placing among the all-time box-office leaders hereabouts.

Bernard McGraner, Ohio assistant, planed to Cleveland on his day off last week.

It's reported that the operation of the neighborhood Avondale Theater will be taken over April 1 by Al Sugarman and Lee Hofheimer.

J. Milt Jacobs, MGM salesman, is up and around after a two weeks' siege of illness. Joseph Holleran of Loew's is at home after several weeks in Mt. Carmel Hospital.

ITOA Meet Personals

Paramount copped the choice spot back of the speakers' dais with a banner reading: "May you always have 'Blue Skies' . . . and plenty in the 'Kitty'."

RKO Division Manager Harry Schreiber of Cleveland and newly-appointed Loew's Great Lakes Division Manager Mike Cullen, were among convention visitors.

Quote from Sidney Samuelson: "I'm getting blankety-blank tired of film salesmen dangling film contracts in one hand and in the other, pledge cards for the greater glorification of someone in New York and to the detriment of the exhibitor's business."

Bill Gehring and Maurice Wolf got into a discussion at the first business session about how cold it was in their train which parked in the yards outside Union Station for 40 minutes in the early a. m. of their arrival. Bill said it was 14 below. Maurice said it was more like 40 below. Editor's note: It wasn't that cold, honest. The weatherman said it only got down to 1 above at 7:30 a. m.

Incidentally, Mr. Wolf, active member of Boston Rotary Club, strongly urged delegates to become luncheon club members in their home towns and take an active part in the club's programs. He was seconded by President Martin G. Smith.

LONDON OBSERVATIONS

By JOCK MacGREGOR

Four factors have influenced the British film scene in 1945 and combined to present a powerful challenge to Hollywood: (1) J. Arthur Rank. (2) All other British producers. (3) Critics. (4) Politicians.

As Pharaoh's Lighthouse dominates "Caesar and Cleopatra," so does J. Arthur Rank dominate the British cinema. Expansion of the Rank interests during 1946 traveled swiftly in all directions. Prevented by the Board of Trade from possessing more British theatres, he is building overseas. Equipment, radio, television and other entertainment enterprises have come under his control, while he tightens his grip on the distribution field. Today, there can be few if any British cinemas which do not deal with his organizations in some way—even if only for flour with which to make cafe cakes.

Rank's Master Plan

Rank's master plan is slowly becoming apparent. It would appear to be to make all the films required by his circuits, and secondly to sell them throughout the world. This would give him a bargaining weapon: "Take my product in the United States, or I won't take yours elsewhere!" His deals with Selznick, International and now Pathe, would strengthen this hand.

It is at Denham with its massive stages that Rank's troubles begin. Here have been made such Rank screen sermons as "Canterbury Tale," "I Know Where I'm Going," "They Knew Mr. Knight," and "Tawny Pipet." In fact, other than "Blithe Spirit," few films made there are standing on their own feet at the box-office.

Far from happy have been the results with the Rank prestige pictures. "Henry V" cost a lot, pleased the highbrows, bored the ordinary cinemagoer. "Caesar and Cleopatra" cost nearly a million dollars over schedule.

It is the money he has tied up in production that makes Rank fight so hard for the U. S. market. Systematically he is sounding the world's independent producers and making tempting offers. This is good business.

Independent British producers who release through other outlets have been highly successful. Herbert Wilcox has cleaned up with "I Lived in Grosvenor Sq.," which 20th-Fox will issue as "A Yank in London" in the U. S., and no less successful has been the Korda-MGM "Perfect Strangers" ("Vacation from Marriage"). The Anglo-American company has done nicely with a line-up of unpretentious offerings headed by 'Murder in Reverse" and "Waltz Time" which 20th-Fox will also release in the U. S.

In his productions, the successful films in the Rank line-up have been those made by the associated companies and in particular Maurice Ostrer's Gainsborough outfit. Ostrer tried to crash the U. S. market years ago, and lost. Now he concentrates on the home market and is making hits which because of their quality will get American releases. Much of the Gainsborough success is due to clever team-building over a period of years. They have groomed stock players like Margaret Lockwood, Phyllis Calvert, Patricia Roc, James Mason, Stewart Granger and Lilli Palmer into box-office personalities. Now they are developing Michael Rennie and Jean Kent.

It is the same on the technical side. They have lost Alfred Hitchcock and Victor Saville to Hollywood, but they have developed in their own studio, Leslie Arliss, Val Guest and Frank Launder and Sidney Gilliat who have formed Individual Pictures to give Rank one of his best films, "Rake's Progress."

If the producers can be accused of being out of touch with public sentiment, so can certain English critics. The old established critics continue to give sound service, but they joined in the mighty attack which swept "Objective Burma" from British screens.

The incident could not have occurred at a worse time. Politicians viewed the case, then viewed Hollywood as a whole and the money that was going there annually. The threats of restricted imports, added taxation and other controls have now died down, but inevitably will flare up again when the Government clears the present state of bills and the Quota Act comes up for revision. There is little doubt that the new one will be stiff.

Hollywood's prime task in 1946 is to regain the prestige she has lost in Britain. This is a harder task than may appear. She has to overcome J. Arthur Rank, the British producers, the critics—both the newspaper man and the discerning picturegoer, and the politicians.

Fabian and Milk Company Push March Of Dimes Collections

Fabian's Staten Island Theatres, the St. George, Paramount, Ritz, Palace, Capitol, Liberty and Stadium, have tied up with a large milk distributing company on the March of Dimes campaign for lobby display. The displays consist of 100 milk bottles in each theatre, with every bottle bearing the name of a different child. The copy reads, 'Give in the name of your child—1946 March of Dimes." All Fabian managers nave tied up with merchants to carry the theatre collection containers for the March of Dimes.

Manager Frank Rosana holds the record with 107 spots; Manager Bregoff, Palace, 36; Trachtenberg, Liberty, 31; Kemp, Paramount, 86; Suchman, Ritz, 54; Hamborsky, Capitol, 31 and Miss Fink, Stadium, 30.

Coast 'Victory Queen' Title Won By Hermosa Beach Brunette

Miss Gina Hunter, 22-year-old brunette secretary of Hermosa Beach, California, has been named "Miss Victory Queen" of the Pacific Coast States, according to Charles P. Skouras, western regional chairman for the industry in the recent Victory Loan Campaign.

Miss Hunter, who represented Southern California in the Victory Queen contest, receives as her prize a one-year contract at 20th Century-Fox studios in addition to the title she won in screen test competition with six other State Queens.

Hunter to Trinidad for Paramount

H. Donald Hunter, recently released from the Navy, has been appointed Paramount Trinidad branch manager and left by plane this week for his new post.

SHORT SUBJECT REVIEWS

Fala at Hyde Park *(Interesting)*

MGM-(S-757) Pete Smith **11 mins.**

Fala, the late president's Scotty, is starred in "Fala at Hyde Park" in which the famous little dog reminisces in the voice of Pete Smith about the good times he and FDR had on the huge Franklin Delano Roosevelt estate. The Technicolor short, made from a 16-mm. original, offers a dog's eye view of the pastoral settings and fields and woods overlooking the Hudson, the Library which the late president presented to the government and the hilltop cottage which he designed and built for himself. The short also contains fleeting scenes of the late President Roosevelt himself, said to be the only shots ever made of the war-time president in Technicolor. Directed by Gunther V. Fritsch from an original story by Margaret L. Suckley.

Strange Destiny *(Good)*

MGM (M-781) Miniature 10 mins.

Louis Jean Heydt plays Asa K. Jennings, a humble YMCA worker, in the strange story of a man who lived for 27 years after medical science had condemned him to death and who saved more than 350,000 lives when he helped evacuate the besieged city of Smyrna in 1922. Well directed by Paul Burnford.

Flicker Flashbacks No. 2 *(Funny)*

RKO (64,202) 7 mins.

Scenes from the tragic opus of the early 1900s "Curfew Shall Not Ring Tonight" open the newest Flashback, giving audiences another opportunity to evaluate the early motion picture technique and at the same time nearly laugh themselves to death. Owen Moore, early silent star is seen in "His Duty" or "The Policeman's Dilemma," and he and his brother thespians emote to a fare-thee-well. The subject is lots of fun and high in audience appeal.

T.V.A. *(Interesting)*

RKO (63,102) This Is America 18 mins.

This issue will swell the hearts of everyone who sees it, for the Tennessee Valley Authority project is an endeavor of which every American may well be proud. Since the first settlers climbed across the Great Smokies into this valley, the menacing floods have gradually carried away the productive top soil, essence of fertility. Then came TVA. To most minds those letters mean just electric power, but as the film points out, they mean much more than that. With power secured, fertilizers were made which returned productiveness to the valley and the soil. In addition to this, the camera shows, by the use of ditches and levels, how rains were held in the earth. The now good earth resulted in the establishment of many new industries, such as packing houses, cattle raising and dairies. The labor was accomplished by the local townspeople and each industry was built by local capital. Poignant photography and stirring musical background add immeasurably to the reel, which is not only instructive and interesting, but shows the seemingly impossible that man can do, working together with man, to make a brighter, happier life for his family and the generations to come.

Melody Stampede *(Good)*

Univ. (1306) Name Band Musical 15 mins.

Spade Cooley and his peculiarly arranged, but pleasing orchestra are their usual good self in this new short in which Cooley and his gang perform musically and vocally and are the accompaniment for The Corral Cuties, Carolina Cotton, Jimmie Dodd, Carole and Jodie Gray, and the Pickard Family, each delivering a western or hill-billy number. Cooley's music is pleasing, well-delivered and the short is better than average with the exception of the closing number, which tends to slow the fast pace.

Our Old Car *(Nostalgic)*

MGM Passing Parade 10 mins.

A whole cycle of American progress passes before the Passing Parade camera beginning in 1901 when father picked up mother at her home in his first horseless buggy and popped the question. The development of the automobile as we know it today continues by stages as the progress of the family in the story marches side by side with the car's mechanical, safety and appearance improvement. A 1905 Holsman, capable of 12 miles an hour; a Stanley Steamer of 1910 vintage, which burned acetylene gas in the headlights and oil in the taillight and Lord-knows-what in the motor; the Ford model T of the 1920s, and eventually the modern car are depicted with delightful nostalgia. The short is a nice addition to any type of program.

. . NEWSREEL SYNOPSES . .

(Released Saturday, January 26)

MOVIETONE (Vol. 28, No. 42)—Steel strike hits the nation; Stassen urges Americans to build world brotherhood; Dramatic rescue by air in Burma jungle; President Truman and selective service officials honored; Churchill starts Miami vacation with ten word interview; Movietone vists turf champions in Australia.

NEWS OF THE DAY (Vol. 17, No. 240)—Nation's draft board officers honored by President Truman; Nationwide steel strike; Red leaders hail Stalin; March of Dimes begins; Tolerance week to open; Churchill in gay mood gives interview to newsreels; MGM films win popularity polls; Hialeah racing opens.

PARAMOUNT (43)—Churchill in Florida; New FDR dimes; Seventeen dead in plane crash; Seal sets record; Jungle rescue in Burma; President Truman honors draft boards; Turf fever in Australia.

RKO PATHE (Vol. 17, No. 45)—Strike closes steel industry; Truman honors draft workers; Kaiser-Fraser car shown; Warsaw rebuilds; Stassen leads Brotherhood Week; Closes London G. I. "Rainbow Room"; Rescue pilot from Burma jungle.

UNIVERSAL (Vol. 18, No. 470)—Churchill on vacation in Florida; Join the March of Dimes; Warsaw rebuilds; End of London "Rainbow Room"; Animal news; Golden gloves.

(Released Wednesday, January 23)

MOVIETONE (Vol. 28, No. 41)—UNO Assembly meets in London; Eisenhower replies to GI demand; Admiral Kimmel gives his version of Pearl Harbor; Death sentence for GI in Japan stirs nation; General Herbert is honored for war services; Fishing Tourney holds marine pageant in Miami; Silver Skates carnival in New York.

NEWS OF THE DAY (Vol. 17, No. 239)—UNO Conference opens in London; GI's protests overseas answered by Eisenhower; Admiral Kimmel testifies at Pearl Harbor inquiry; News from strike front; Truman steps into steel strike; France celebrates fiftieth birthday of the cinema.

PARAMOUNT (No. 42)—Autos in the sky; Admiral Kimmel's own story; Eisenhower under demobilization; Strike reports; UNO Assembly opens in London.

RKO PATHE (Vol. 17, No. 44)—First meeting of UNO Assembly; GI's demonstration is answered by Eisenhower; Pearl Harbor inquiry hears Admiral Kimmel; "Bathers' Day" in Sweden.

UNIVERSAL (Vol. 19, No. 469)—UNO opens sessions in London; Demobilization plans broadcast by Eisenhower; Admiral Kimmel testifies; Silver Skates carnival in New York; Marine pageant opens in Miami; British rail crash.

ALL-AMERICAN (Vol. 4, No. 170)—Brooklyn unit of National Guard is reviewed; Secretary Wallace addresses Omego PSI Phi in Washington; Koinoia farms in Georgia proves successful experiment; Treasurer and publisher of Pittsburgh Courier in typical day; Negro poetess of Chicago names a "Woman of the Year"; Boys at Ft. Lewis enjoy ski jaunt at Mt. Rainier; New York welcomes paratroopers in mammoth demonstration.

BOX-OFFICE SLANTS

They Made Me a Killer

(Continued from Page 31)

Based on an original story by Owen Franes. Produced by William Pine and William Thomas.

Plot: To prove their innocence of a murder charge, two nice young people elude the police and play a dramatic game of cat-and-mouse with a dangerous gang of criminals until, in a blaze of gunfire, justice is meted out.

Comment: This film reaffirms the fact that good, entertaining pictures can be made on a reasonable production budget. For here is a well-directed film that carries a high degree of natural suspense, with a cast who though they have no name-draw turn in satisfactory performances. Story is logically developed with a smooth-running continuity that holds the interest and William Thomas' direction makes the most of the incidents, so that they seem natural, convincing enough to ring true. Robert Lowery, in the lead role, handles his part well and Barbara Britton is very beautiful and very capable as the girl who helps him clear his name. In the supporting cast, good performances are essayed by Elizabeth Risdon, Lola Lane, Edmund MacDonald and Frank Albertson.

Six-Gun Man

PRC Western 59 Mins.

AUDIENCE SLANT: (Family) Fast moving and with plenty of action this should please the western fans.

BOX-OFFICE SLANT: Suitable for any double feature program, particularly for week-end bills.

Cast: Bob Steele, Syd Saylor, Jimmie Martin, Jean Carlin, Stanford Jolley, Brooke Temile, Bud Osborne, Budd Buster, Stanley Blystone, Roy Brent, Steve Clark, Dorothy Whitmore. Credits: Original screenplay by Harry Fraser. Produced by Arthur Alexander. Directed by Harry Fraser.

Plot: Bob Steele, U. S. Marshall, and his deputy Syd Saylor arrive incognito in a cattle town to investigate the complaints that cattle has been stampeded and stolen. They outwit and arrest the rustlers and restore order to the community.

Comment: Endowed with a standard western plot providing for plenty of hard riding and shooting, plus two rollicking fist fights, thrown in for good measure, this has the necessary elements to please the dyed-in-the-wool western fans. The dialogue is believable and the heroics more than satisfying. The love story between Jimmie Martin, son of a murdered cattle rancher and Jean Carlin is well enough done, but seems very obviously a mere added element to satisfy audiences who demand a touch of romance with their action. The love interlude does not interfere with the action, however. Bob Steele is good as the hard-riding, hard-fighting marshal, and Sid Saylor's antics add a touch of light comedy. The film as a whole is good, standard western fare and should please audiences who like action. Good for any double bill situation.

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HOLLYWOOD

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Hollywood Pictures in the Making

20th-Fox Lot Busiest With Nine Features in Work; Many New Films Readying; Returning Veterans Prominent in Current Studio Activity

COLUMBIA—Three films are rolling at this studio. They are "The Story of Al Jolson," which has been shooting over ten weeks; "The Walls Came Tumbling Down"; and "Boston Blackie's Private Ghost."

"A Close Call for Boston Blackie" and a Charles Starrett Western, "Frontier Gun Law," are set for late January release; while "Blondie's Lucky Day," "The Gentleman Misbehaves," "Notorious Lone Wolf" and "Roaring Rangers" are scheduled for February.

Returning veterans are contributing heavily to Columbia's efforts. After he gets out of an Army hospital in Atlanta, 21-year-old Michael Towne will begin work at the studio. Wounded in France, he is being operated on for shrapnel in his knee. Robert DeHaven, who flew for the Army in the South Pacific, recently was signed to an acting contract. Ross Hunter, Coulter Irwin and Loren Tindall are vets who have been out for some time, and have made pictures; Irwin was in the Canadian Army. Columbia actors who were under contract before going into service and who have resumed acting careers include Glenn Ford, William Holden, Willard Parker, Robert Stanton, Robert Stevens, Forrest Tucker, and Michael Duane. Still serving, but expected back soon are Jerome Courtland, Melvyn Douglas and Fred Graff. John Sturges is a newly inked director, just out of the Army; he will be handling Hollywood productions for the first time.

'The Yearling' Daddy (8 Months Before Cameras) of 4 Pictures Rolling At Culver City Plant

METRO-GOLDWYN-MAYER—In production now are "The Yearling," "Fiesta," a Technicolor feature with Esther Williams and John Carroll; "But Not Goodbye," with Frank Morgan and Keenan Wynn; and "Faithful in My Fashion." "The Yearling" has been in production for over eight months.

George Oppenheimer, formerly in the Army Air Forces, returned to the studio to start a new writing assignment for Producer Arthur Hornblow, Jr.

MONOGRAM—In production at this studio are "Code of the Drifter," Johnny Mack Brown special, and "The Shadow's Shadow." Brown's crew has been on location near Newhalls for this latest Western. Just completed is "Live Wires," a Bowery Boys picture; national release will probably come around February 26.

Huntz Hall and Bobby Jordan, two of the Bowery Boys, finished a personal appearance tour last week that carried them through the East and Midwest, as well as the South. Phil Regan was another player on tour. Freddie Stewart, lead in the "Teen-Age" series, produced by Sam Katzman, was singing at the Nevada-Biltmore in Las Vegas. Belita, star of "Suspense," is studying advanced ballet and skating in London, her childhood home.

PARAMOUNT—This company has three pictures working. They are "California," "The Searching Wind," and "The Perfect Marriage." At the end of January, Paulette Goddard's starrer, "Too Good To Be True," with Sonny Tufts, rolls, followed by "O.S.S.", an Alan Ladd feature. Scheduled soon is the next Bob Hope picture, "Where There's Life," with Signe Hasso.

Latest story acquisitions include "The Royal Family of Hollywood," a comedy-drama utilizing a Hollywood background, and "Dream Puss," a satire on the current crop of psychological melodramas.

The studio set a number of its stars on eight coast-to-coast radio shows last week, including Ray Milland, Veronica Lake, Roberta Jonay, Alan Ladd and Don DeFore.

Henry Fonda Faces Mikes and Cameras Again; John Wayne and Claudette Colbert Star Team

RKO RADIO—Four pictures are going strong at RKO at this writing, including "Till the End of Time," "Notorious," "Sister Kenny" and "Crack-Up."

Henry Fonda will make his first feature since getting out of the service when he does "Christabel Caine" with Joan Fontaine, starting this week. Also ready to roll are "Double Trouble," with Jack Haley and Anne Jeffreys; "Without Reservations," starring Claudette Colbert, John Wayne and Don DeFore, a LeRoy-Lasky production; and "A Likely Story," with Barbara Hale and Bill Williams.

Richard Wallace, veteran director, was signed to do the forthcoming Technicolor special, "Sinbad The Sailor," featuring Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak.

International Pictures begins "The Dark Mirror," starring Olivia De Havilland and Lew Ayres in early February. The film will be made at the Samuel Goldwyn Studios, after which the company will move to Universal City in a new housing setup.

John Klorer is writing the final script for Sonja Henie's next Technicolor spectacle, "The Countess of Monte Cristo," planned for an April start. S. P. Eagle produces and Orson Welles directs "The Stranger," starring Edward G. Robinson, Loretta Young and Welles. An orchestra of 85 will record the music for the production early next month.

UNITED ARTISTS—"The Strange Woman" and "Me and Mr. Satan" are the two pictures being produced for this company. "The Strange Woman," starring Hedy LaMarr, is a Hunt Stromberg production. "Me and Mr. Satan," a Charles R. Rogers production, stars Paul Muni, Anne Baxter and Claude Rains.

Andrew Stone signed Eugene List, G. I.

(*Continued on Page* 46)



HOST TO STONEMANS. Harold Stoneman of the New England Interstate Theatres, and Mrs. Stoneman, were recent visitors at Republic's north Hollywood studios. The group above includes Allan Wilson, studio vice-president and Mr. and Mrs. Stoneman.

McKinney Joins Disney As Art Counselor

Roland J. McKinney, for six years art director of the Los Angeles County Museum, has been engaged by the Walt Disney Studio as art counselor. McKinney will headquarter in New York, where he will contact established artists in the interests of Disney and will search for outstanding young talent for the same purpose.

Disney, who plans to step up his features to two or three a year, has "Alice in Wonderland," "Peter Pan," "The Lady and the Tramp," "The Little People," "Midnight and Jeremiah," "The Emperor and the Nightingale" and several others in the development stage.

Romantic Duo in New 'Blackie'

"Boston Blackie's Private Ghost," latest in Columbia's mystery series, has Jim Bannon and Dusty Anderson in the romantic leads. Chester Morris has the title role and Jeff Donnell the feminine lead. D. Ross Lederman directs with John Stone producing under the supervision of Bennie F. Zeidman.

Barsha to Produce Musical

"Sing While You Dance," the Columbia musical to be produced by Leon Barsha under the supervision of Bennie F. Zeidman, will have Lynn Merrick and Robert Stanton in the leading roles. This will be Barsha's initial production since his discharge from the Marine Corps.

Paramount Signs Van Cleave

Paramount has signed Van Cleave, radio conductor and arranger, as a composer and arranger to work under Louis Lipstone, studio music department head.

'Josephine' Durbin's Next

"Josephine," a story idea suggested by Ferenc Molnar's play, "Jotundra," is being prepared by Universal studios and Producer Felix Jackson as Deanna Durbin's next picture. Jackson is personally writing the screenplay.

3 Films on Phil Ryan's 1946 Production Schedule

A 1946 production schedule, to follow release of Columbia's Pat O'Brien starrer, "Perilous Holiday," was announced by Phil Ryan, independent producer.

"Vicious Circle," adapted from the Hugh Churchill novel, will be the first production to go before the cameras, with "Crime Out Loud," a psychological mystery based on the unpublished play by Pablo Andrade, following. The third film will be "Early to Wed," a comedy in color, in which the screenplay will be based on the French short story of the same title by Pierre Croyons. Releasing arrangements are now being negotiated by Ryan with a major distributor.

PRC Sound Stages Relighted in Studio's New Construction Plans

PRC's relighting of seven sound stages has been virtually completed as the initial step in the company's plans for new construction and improved production facilities.

Arranged in series so that any area in any individual stage can be independently lighted, the lights will, according to engineers, improve safety and working conditions during filming.

Columbia Signs Spewacks

Bella and Sam Spewack, famed stage and screen writing team, have been signed by Columbia to write and produce an as yet untitled original. The Spewacks have to their credit such stage hits as "Boy Meets Girl" and "Leave It to Me" (with Cole Porter), and such screenplay collaborations as "Boy Meets Girl," "My Favorite Wife" and the current "Weekend at the Waldorf." The Columbia assignment will be their first as point writer-producers.

Goddard-MacMurray Co-Starred

Paulette Goddard and Fred MacMurray will be co-starred by Paramount in "Suddenly It's Spring," romantic comedy which will be put into production in February. Mitchell Leisen directs and Claude Binyon will produce. Binyon will write the screenplay from an original story by P. J. Wolfson.

Allen Renews With Paramount

Lewis Allen has been signed by Paramount to a new seven-year contract as a director. He first was signed in 1941, after a distinguished career in New York and London as director and production executive for Gilbert Miller. His current assignment is the Hal Wallis production, "The Perfect Marriage."

Warners Set 'Rich Man'

"A Very Rich Man," original story purchased by Jack L. Warner, Warners' executive producer, has been set as a starring vehicle for Sydney Greenstreet, Dane Clark and Martha Vickers. Fred DeCordova has been assigned to direct with Charles Hoffman producing.

Mitchell Set for 'Dark Mirror'

International has borrowed Thomas Mitchell from 20th-Fox for a leading role in the forthcoming Nunnally Johnson production, "The Dark Mirror," in which Olivia de Havilland and Lew Ayres have top roles. Robert Siodmak will direct the film which goes before the cameras early in March.

Gleason, Horton in Musical

James Gleason and Edward Everett Horton have been signed by Columbia for comedy roles in the Technicolor musical fantasy "Down to Earth," which stars Rita Hayworth with Don Hartman producing.

ASSIGNMENTS FOR NEW PRODUCTIONS

Betty Grable Signs New 3-Year Contract with 20th-Fox; James Stewart to Star in 'Magic City' for Robert Riskin

▶June Allyson, Keenan Wynn and Butch Jenkins were set by MGM for top roles in "Bedtime Factory," which the studio plans for early production. Story, an original by Al Beich, will be produced by William H. Wright. Miss Allyson will be seen as secretary to Keenan Wynn, an author of children's books, which marks Wynn's first romantic role. Butch Jenkins will be seen as a boy from an orphanage, who poses as the author's son.

▶Anita Louise was chosen by Columbia to play the feminine lead in "The Devil's Mask," second in the series of mystery thrillers suggested by the "I Love A Mystery" radio show. Picture went into production this week with Henry Levin directing.

▶Reno Blair, native of Reno, Nevada, and Queen of the 1945 rodeo there, has been signed by Producer Scott R. Dunlap for her film debut in the leading feminine role opposite Johnny Mack Brown in Monogram's western special "Code of the Drifter" which Lambert Hillyer is directing.

▶Arthur St. Claire has ben signed to write an original screenplay entitled "Flaming Jungle," to be produced for PRC by Alexander-Stern Productions.

▶Clarence Upson Young has reported to Paramount's William Pine-William Thomas unit to do the screenplay of "The Last Frontier," based on Luke Short's book, "Dead Freight for Piute." Johnny Wiessmuller is scheduled for the lead.

▶Lillian Wells, 18-year-old daughter of Judge Alexander Wolf, assistant attorney general of New York State, signed a contract with Columbia and will make her screen debut in the Rita Hayworth Technicolor musical "Down to Earth," which Don Hartman is producing.

▶Betty Grable has signed a straight, no-option contract for another three years with 20th Century-Fox.

▶James Stewart has been signed by Robert Riskin Productions to star in "The Magic City," first feature from this new independent unit for RKO. This will be Stewart's second screen role following his return to civilian life and will start immediately after "It's a Wonderful Life," Frank Capra's initial production for Liberty Films, which Stewart begins in February. Riskin, who is writing the screenplay, will announce feminine star and director shortly.



PLEASANT VISIT. Mr. and Mrs. James Roosevelt are shown in the above photo when they visited with Robert Alda at the Warner Bros. studio in Burbank. The visit took place between scenes for "The Beast with Five Fingers," in which Alda plays a starring role.

▶Producer-director Alfred Santell's next production for Republic will be "That Brennan Girl," in top-budget class. Original story by Adele Rogers St. John a modern drama laid in San Francisco, will require the most extensive location shooting in the history of the studio.

▶Phil Silvers gets the comedy lead in 20th Century-Fox's "The Old Army Game," which Bryan Foy will produce. Others already signed for top roles are Lloyd Nolan, Faye Marlowe and Michael Dunne.

▶Mischa Auer was signed by Producer Warren Wilson for top feature role in the Universal Joan Davis-Jack Oakie starrer "Love Takes a Holiday," which is now under way with Charles Lamont directing.

▶Bebe Daniels' first streamlined color comedy for Hal Roach will be "The Fabulous Joe," which is being written by Jack Jevne, Arnold Belgard and Marshall Kester.

▶Craig Stevens reports to Director Jean Negulesco for his role of Monte in Warners' Joan Crawford-John Garfield starrer "Humoresque."

▶Greer Garson was signed to the starring role in MGM's "Chimes of Bruges," which Sidney Franklin will produce. Writers George Froschel, Erich Moll and Osso Van Eyss are working on the screenplay.

▶Top character actor George Tobias has been borrowed by RKO from Warners for a top role in "Sinbad the Sailor," Technicolor special starring Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak. Tobias will portray first mate and close friend of Sinbad. Stephen Ames is producing.

▶Option on the Sons of the Pioneers has been exercised by Republic for the next 14 months, in which time they are to make eight films. First one under the new contract will be the Roy Rogers special, "My Pal Trigger."

▶Clifton Webb has been assigned the starring role in "The Band Wagon," Technicolor picture which George Jessel will produce for 20th-Fox.

▶Stanley Rubin was signed by Universal as a writer-associate producer and will be assigned to the Marshall Grant unit. He will develop and produce "Three Kids and a Queen."

▶Eleanor Parker has been given the feminine lead opposite Dane Clark in "Deep Valley," novel by Dan Totheroh which Henry Blanke will produce for Warners. Vehicle will be the third in which Miss Parker and Clark worked together.

▶June Storey has returned to Hollywood to resume her screen career with one of the important supporting roles in "The Strange Woman," Stromberg-Chertok production which stars Hedy Lamarr, George Sanders and Louis Hayward.

New Mirrophonic Sound
JOE HORNSTEIN *has it!*

Hollywood Pictures In the Making

(Continued from Page 44)

pianist star of the Potsdam Conference, to be featured in his forthcoming production, "The Bachelor's Daughters," an original drama with music.

"The Young Widow," Hunt Stromberg production, featuring Jane Russell, Louis Hayward and Penny Singleton, is scheduled for release in key cities about the first of March.

"Bel Ami," Loew-Lewin production, gets going in April. It stars George Sanders, and the story is from DeMaupassant, being set in the 1880's in Paris.

"A Scandal in Paris," an Arnold Pressburger picture, is in the editing stage and music is being scored for the film, which features George Sanders, Signe Hasso and Carole Landis.

Louis Schor, formerly with the Nat Goldstone Agency, has been signed by Sol Lesser to supervise the literary end and act as assistant in charge of writers and story properties.

Nine Features with Many 'Names' Before the Cameras at 20th-Fox; Set Roles for Flicka Sequel

TWENTIETH CENTURY-FOX—By far the busiest studio in Hollywood, 20th-Fox has nine features shooting at this writing. Most advanced is the Technicolor picture, "Three Little Girls in Blue," which begins its tenth week.

Betty Grable's latest, "The Shocking Miss Pilgrim," starts its ninth week. George Seaton directs this feature, also in Technicolor, and Dick Haymes adds his singing to the plot. Equally advanced in shooting is "Anna and the King of Siam."

"Somewhere in the Night," featuring John Hodiak, Nancy Guild and Lloyd Nolan, is being produced by Anderson Lawler. "The Dark Corner," produced by Fred Kohlmar and directed by Henry Hathaway, has a cast of favorites like Lucille Ball, William Bendix, Clifton Webb and Eddie Heywood.

More recently started are "Cluny Brown," with Charles Boyer and Jennifer Jones; "Strange Triangle," featuring Signe Hasso; and "It Shouldn't Happen to a Dog," with Carole Landis and Allyn Joslyn. The new Sol M. Wurtzel Productions unit has "Rendezvous 24" before the cameras.

The studio plans to make a sequel to the "Flicka" pictures called "The Green Grass of Wyoming." Leading roles have been assigned to Roddy McDowall, Preston Foster and Rita Johnson.

PRC—An exploitation feature and a Western are in production at PRC. "Devil Bat's Daughter," a sequel to "The Devil Bat," the company's original "horror" success, is rolling under the production guidance of Frank Wisbar, who is also directing. An untitled Buster Crabbe starrer is being made by Producer Sig Neufield and directed by Sam Newfeld. Al "Fuzzy" St. John handles the comedy element in this latest PRC release.

Excellent publicity breaks are accruing to "Queen of Burlesque," Alexander-Stern special, with a search for a feminine lead to play the role of a strip-tease artist who goes dramatic.

Eddie Dean, star of the studio's outdoor color pictures, has been signed for a series of personal appearances, with a January 28 date in Salt Lake City the first stop for the singing cowboy.

PRC will release Imperial Films product, it was announced last week. The new organization, headed by Pat de Cicco, is an all-servicemen group. First film scheduled for shooting is "Avalanche," featuring Bruce Cabot, with Irving Allen directing.

HAL ROACH—This veteran producer of comedy fare marks his re-entry into the field on March 4. First of the twelve features Roach has scheduled for 1946 release will be "The Fabulous Joe," based on an original by Hal Roach, Jr., with Bebe Daniels producing. Roach's executive staff is set, and producers Fred Guiol and Robert McGowan have been signed. Approximately $750,000 is being spent in adapting the Roach Studio, used during the War by the Army to make training films, to the technical requirements of the new all-color program and the installation of new, modern equipment.

Republic to Gild Budget for Novel Titled 'The Golden Tide'

REPUBLIC—The film nearest completion on this lot is "Lonely Hearts Club," featuring Jane Withers, James Lyndon, Grant Withers and Raymond Walburn. Starting its third week before the cameras is "Rainbow Over Texas," latest Roy Rogers starrer, with "Trigger," Dale Evans, George "Gabby" Hayes and the Sons of the Pioneers. Just started is another Western, "El Paso Kid," featuring Sunset Carson and Marie Harmon. The most recent serial of the Republic program, "Daughter of Don Q," went into production this month.

"The Golden Tide" has been set for extra budget. Recently purchased, it is a novel of California in the gold rush days of 1849 written by Vingie E. Roe.

Wide Range of Topics Covered In Ambitious Batch of Forty Stories on Warner Agenda

WARNER BROS.—In production at this studio are "Escape Me Never," "The Beast With Five Fingers," "Two Guys from Milwaukee," "Humoresque" and "The Sentence."

Zachary Scott has been given one of the male leads in "Cheyenne," next big Humphrey Bogart starrer. Also scheduled for early production is "A Kiss in the Dark," an original musical comedy inspired by the famous Victor Herbert classic. Charles Hoffman will produce. In all, forty stories are now in preparation for shooting, including "Life With Father," "Voice of the Turtle," "Ethan Frome," "The Fountainhead," "Mister Broadway," "Stallion Road," "Captain Horatio Hornblower," "The Story of Will Rogers" and "My Wild Irish Rose."

UNIVERSAL—This studio is currently the second most active on the production front, with four features and a serial in work. Features include "Design for Death," "Shahrazad," "Strange Conquest" and "Love Takes a Holiday," and the serial is titled "Lost City of the Jungle."

Scheduled for release in January and February are "Girl on the Spot," with Jess Barker and Lois Collier; "Because of Him," starring Deanna Durbin, Charles Laughton and Franchot Tone; "Ideal Girl," with Jess Barker and Julie Bishop; Abbott and Costello in "Little Giant"; "Tangier," starring Maria Montez, and "Gun Town," a Fuzzy Knight western.

Sayre to Write Original Story

George Sayre will write an original screenplay, "Sorority Girl," which will be produced by Alexander-Stern for PRC.

New Addition to 'Caine'

Phil Brown has been added to "Cristabel Caine," RKO film which stars Henry Fonda and Joan Fontaine.



GONE: BOOTS & SADDLES. "Wild Bill" Elliott doffs his boots and saddles for a fling at romance—and doesn't he look romantic, girls?—in Republic's forthcoming big-budget production, "In Old Sacramento," being produced by Joseph Kane. Here he is shown with leading lady Constance Moore.

'Black Gold' to be Initial Monogram Color Production

"Black Gold," a race track story, will be the first Monogram production to be filmed in color, it was announced by President Steve Broidy.

To secure a complete record of the running of the Kentucky Derby for use in the picture, Producer Jeffrey Bernerd will take a camera crew to Churchill Downs to photograph the race as well as background scenes at the track. Caryl Coleman will write the original story.

Talent Search Postpones Film

Starting date for the Alexander-Stern production of "Queen of Burlesque" at PRC, has been postponed to enable the producers to continue their search, in which the public is cooperating, for a suitable feminine lead.

Irwin in 'Night Editor'

Coulter Irwin has been assigned the second male lead in Columbia's "Night Editor," in which William Gargan stars, with Janis Carter and Jeff Donnell in the feminine leads. Robert Stevens will play a featured role. Henry Levin directs.

Fitzgerald-Ladd in Spy Film

Paramount's "O.S.S.," story of the Office of Strategic Services soon to go into production under direction of Irving Pichel, will star Geraldine Fitzgerald and Alan Ladd.

Catherine Craig in Wallis Film

Catherine Craig has joined the cast of the Loretta Young-David Niven co-starrer, "The Perfect Marriage," which Hal Wallis will produce for Paramount with Lewis Allen directing.

Taplinger Leaves Columbia

Robert S. Taplinger has received his release from his producer contract at Columbia and left the studio last week after completing an original treatment on "Come One, Come All."

'Glass Heart' Next Powell Film

RKO's "The Glass Heart" will be Dick Powell's third starring film of the hard-boiled type. James Cain, the novelist, has been signed to adapt the Marty Holland novel to the screen.

ADVANCE DOPE

THE DARK CORNER (20th-Fox) **Mystery. Principals:** Lucille Ball, William Bendix, Mark Stevens. **Director,** Henry Hathaway. **Plot:** When a New York detective and his secretary discover one night that they are being followed by a strange man, they uncover a murder plot which goes back many years to the time the detective was framed by his partner and sent to prison for three years. In order to do away with his wife's sweetheart, the partner is trying to frame the detective again and pin the murder on him. He almost succeeds, but the police trap him and he is killed by his wife when she discovers his crime.

SO DARK THE NIGHT (Col.) **Mystery. Principals:** Micheline Cheirel, Steven Geray, Paul Marion. **Director,** Joseph E. Lewis. **Plot:** A famous French detective, sent to a small village for a rest, falls in love with a young girl, who breaks her engagement to a local farm lad. Shortly after, both the girl and her former sweetheart are found murdered and the detective goes to work on the case. Back in the police laboratory in Paris, he puts all the clues together and realizes he himself is the killer—a psychiatrist confirms that he is sane by day, but an insane murderer at night. He escapes police and is killed in the act of committing another crime.

ANNA AND THE KING OF SIAM (20th-Fox) **Drama. Principals:** Irene Dunne, Rex Harrison, Linda Darnell, Gale Sondergaard. **Director,** John Cromwell. **Plot:** On a night in 1862, an English woman arrives in Bangkok to teach the children of King Mongkut of Siam. Her struggles against barbarian customs, woman's inequality and the indomitable will of King Mongkut, cover a period of many years. In the end she is rewarded when, on the death of the King, his son assumes the throne and asks her to help him abolish the old customs and civilize his people.

ARMY BRAT (MGM) **Comedy-Drama. Principals:** "Butch" Jenkins, Frances Gifford, James Craig. **Director,** Fred Zinneman. **Plot:** The small son of an Army captain is the pride of the entire company at the Army Post where he lives. His faithful confidante is the Chinese servant who takes the youngster under his wing when the mother dies, and the father is hard hit by the loss, to the extent of continually drinking and neglecting his son. It is the Chinese who induces the father to see the error of his ways and discard the bottle. Then the captain learns that his "servant" is in reality a General of the Chinese army and they are to serve together in China until the expected war with Japan should materialize.

GAY BLADES (Rep.) **Drama. Principals:** Allan Lane, Jean Rogers, Edward Ashley. **Director,** George Blair. **Plot:** Because he is in love with her, an ice-hockey hero lets a pretty young Hollywood talent scout maneuver him into signing a movie contract. He is exasperated with the many tests and lessons necessary for stardom, and she is annoyed by his rowdy ice-hockey friends. The break comes when he is the cause of an injury to one of his teammates during a game, but it makes the girl see that she is interested in him as a man, not just so much screen-star material, and they make plans for a future together.

STRANGE TRIANGLE (20th-Fox) **Mystery-Drama. Principals:** Signe Hasso, Preston Foster, John Shepperd. **Director,** Ray McCarey. **Plot:** The chief witness in a murder trial is a young Army veteran who tells of accepting a job as supervisor in charge of a number of banks; of the beautiful wife of one of the bank managers, and how she lured him into covering up her husband's cash shortages. When the time came that he could no longer conceal the thefts, the woman killed her husband and attempted a getaway, taking the money and forcing the supervisor to go with her. An accident wrecked her plans and she is tried for the murder of her husband.

THE CAT CREEPS (Univ.) **Mystery. Principals:** Noah Beery, Jr., Lois Collier, Fred Brady. **Director,** Erle C. Kenton. **Plot:** A star reporter is assigned to investigate a tip to his editor that a 15-year old suicide case was in reality a murder. Accused of committing the crime is the father of his fiancee. The crime involves a huge sum of money. The trail leads to a lonely island, marked by more killings, where a pet cat helps turn up the murderer and clear the reporter's future father-inlaw.

I'VE ALWAYS LOVED YOU (Rep.) **Drama-with-Music. Principals:** Philip Dorn, Catherine McLeod, Felix Bressart. **Director,** Frank Borzage. **Plot:** The talented daughter of a famed musician is given a piano audition for a world-renowned composer-conductor. He takes her as his pupil on a tour of Europe and South America, and remains oblivious of the fact that she has fallen desperately in love with him, while he flaunts his many love-affairs before her. When she makes her musical debut and excels him, he angrily orders her away forever; she returns to her home and marries her childhood sweetheart. Twenty years later she again meets the composer and is relieved to discover her complete mastery over him—musically and emotionally.

WALLS CAME TUMBLING DOWN (Col.) **Mystery. Principals:** Lee Bowman, Marguerite Chapman, Ludwig Donath, Lee Patrick. **Director,** Lothar Mendes. **Plot:** A priest and his sister are murdered because they own a Bible which contains code messages giving the location of a fabulously valuable painting. A columnist, whom the dead priest had befriended, starts a private investigation, contacts the daughter of the man who first owned the painting, retrieves the treasure and wins the girl.

CLUNY BROWN (20th-Fox) **Comedy-Drama. Principals:** Charles Boyer, Jennifer Jones, Sir Aubrey Smith, Helen Walker. **Director,** Ernst Lubitsch. **Plot:** A Czech refugee and an English parlor maid meet at the home of her titled employers, and become firm friends. He promotes her romance with the town's young druggist, a very proper, smug young man. The engagement is called off when the girl embarrasses his mother's guest by repairing the plumbing. When the Czech decides to go to America, she realizes it is he she loves, and she sails with him.

NOTORIOUS GENTLEMAN (Univ.) **Mystery. Principals:** Kent Taylor, Virginia Grey, Jane Adams, Milburn Stone. **Director,** Charles Barton. **Plot:** An ace attorney gains acquittal for a young playboy on trial for manslaughter, and then celebrates by giving an expensive bracelet to his actress fiancee. She drops him, however, to romance with the playboy because she wants the lead in a new stage production backed by his uncle. The attorney, furious, kills the uncle and then plans to kill his rival, but is trapped by the district attorney.

HOME ON THE RANGE (Rep.) **Color. Principals:** Monte Hale, Adrian Booth, Bob Nolan and Sons of the Pioneers. **Director,** Robert Springsteen. **Plot:** There is bad feeling against the owner of western land because he refuses to allow hunting on his property. His only supporters are his young son and an employe of the Forestry Service. When the man is attacked by a bear and killed, the boy and his friend believe the tragedy was a result of a plot by the crooks who hope to acquire the land. They run down the clues, expose the villain and give the land to the State for a Memorial Park.

CHARLIE CHAN AT ALCATRAZ (Mono.) **Mystery. Principals:** Sidney Toler, Benson Fong, Mantan Moreland, Teala Loring. **Director,** Phil Karlson. **Plot:** Charlie Chan is asked to conduct a reinvestigation into the case of a man sentenced to death for murder of a bank guard. The man had been convicted on the strength of fingerprints left on the vault doors, and Chan formulates the theory that they were forgeries. He uncovers a gang of forgers with a prison guard as their leader, and frees the innocent man.

THE GREEN YEARS (MGM) **Drama. Principals:** Tom Drake, Charles Coburn, Selena Royle, Hume Cronyn. **Director,** Victor Saville. **Plot:** This is the story of the childhood of an Irish Catholic orphan, sent to Scotland to make his home with his Presbyterian grandmother and her ill-assorted household. Only the great-grandfather is human enough to make the sensitive child feel welcome, and the two strike up a warm and fast friendship which continues through the years of struggle, unhappiness and deprivation. The old man dies when the lad is 18, and leaves his small bit of insurance tc the boy who uses it to realize his desire tc study medicine.

THE LAST CROOKED MILE (Rep.) **Mystery. Principals:** Donald Barry, Ann Savage, Adele Mara, Tom Powers. **Director,** Philip Ford. **Plot:** Two bandits are fleeing from a bank which they have robbed of $300,000, when their car topples over a cliff and they are killed, but the money is not found. Later on, their car is exhibited as a sideshow attraction and two men are very anxious to buy it. A private detective suspects the money is hidden in the car and when he meets the former sweetheart of one of the crooks, he works on the case until he uncovers the evidence that she is the guilty person, working with the bank manager.

GILDA (Col.) **Drama. Principals.** Rita Hayworth, Glenn Ford, George Macready, Joseph Calleia. **Director,** Charles Vidor. **Plot:** This is a story of international intrigue, conducted in a South American gambling casino, and of the sadistic owner of the house who commits murder when he sees that the enemy is closing in on him. Frightened, he fakes a suicide and his beautiful young wife remarries, this time to her husband's best friend. The first husband reappears, very much alive but insane, and tries to kill the young couple. He loses his life in the attempt, and the two return to the States.

THREE LITTLE GIRLS IN BLUE (20th-Fox) **Technicolor. Principals:** June Haver, Vivian Blaine, George Montgomery. **Plot:** Three sisters, beautiful but poor, fall heir to a small sum of money and rashly plan to blow it all on a hunting expedition for millionaires. Posing as a wealthy woman, her secretary and maid, they descend on Atlantic City and immediately begin looking for wealthy prospects. In the end, they turn up with husbands—not all rich—but the girls decide that it's love they've interested in, not money.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in perenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — CURRENT 1944-45

				Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6031	Boston Blackie Booked on Suspicion	C. Morris-L. Merrick	67	5/10/45	a3/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6010	Fighting Guardsman (D)F	W. Parker-A. Louise-J. Carter	84	5/24/45	b10/13/45
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader	Phil Harris-Leslie Brooks	70	9/13/45	a6/9/45
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone		1/24/46	a11/24/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay	J. Canova-R. Hunter-L. Merrick	62	11/29/45	a10/6/45
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	A. Lake-P. Singleton-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter		12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

	Bandit of Sherwood Forest	Cornel Wilue-Anita Louise	2/21/46	a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton	2/21/46	a11/10/45
	Boston Blackie's Private Ghost	Chester Morris-Jim Bannon		
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	2/28/46	a11/17/45
	Gilda	Rita Hayworth-Glenn Ford		
	Just Before Dawn	Warner Baxter-Mona Barrie		
	Mysterious Intruder	Richard Dix-Barton MacLane		
	Night Editor	William Gargan-Janis Carter		
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	2/14/46	a11/10/45
	Perilous Holiday	P. O'Brien-R. Warrick-E. Buchanan		
	Renegades (Tech.)	Evelyn Keyes-Willard Parker		
	So Dark the Night	Micheline Cheirel-Steven Geray		a6/30/45
	Story of Jolson	L. Parks-E. Keyes-W. Demarest		
	Talk About a Lady	Jinx Falkenburg-Joe Besser		
	That Texas Jamboree	Ken Curtis-Jeff Donnell		
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman		

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	58	5/17/45	b6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	55	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	55	8/15/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	67	9/27/45	

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	59	10/18/45	b12/8/45
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
7203	Texas Panhandle (W)F	Charles Starrett-Tex Harding	58	12/20/45	b1/12/45

Westerns (Coming)

	Frontier Gunlaw	Charles Starrett-Tex Harding	59	1/31/46
	Galloping Thunder	Charles Starrett-Smiley Burnette		
	Gunning for Vengeance	Charles Starrett-Smiley Burnette		
	Heading West	Charles Starrett-Smiley Burnette		
	Landrush	Charles Starrett-Smiley Burnette		
	Phantom of the Desert	Charles Starrett-Smiley Burnette		
	Roaring Rangers	Charles Starrett-Smiley Burnette	2/14/46	
	Terror Trail	Charles Starrett-Smiley Burnette		
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts		

MGM — CURRENT 1944-45

Group No.			Mins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/45
11	Clock, The (D)F	Judy Garland-Robert Walker	90	May	b3/24/45
11	Gentle Annie (W)F	James Craig-Donna Reed	80	May	b12/23/44
Sp.	National Velvet (D)F	Mickey Rooney-Elizabeth Taylor	125	Apr.	b12/9/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45
11	Without Love (CD)A	S. Tracy-K. Hepburn-L. Ball	111	May	b8/24/45

Current 1945-46

13	Abbott & Costello in Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7/21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45

COMING

	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125		b12/22/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
	Army Brat	James Craig-Frances Gifford			a9/29/45
	Bad Bascomb	Wallace Beery-Margaret O'Brien			a9/29/45
	Black Sheep	James Craig-Skippy Homeier			
	Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan			
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake			
	Fiesta (Tech.)	Esther Williams-John Carroll			
	Green Years, The	C. Coburn-T. Drake-S. Royle			
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			
	Hoodlum Saint	William Powell-Esther Williams			a9/29/45
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
	Postman Always Rings Twice	Lana Turner-John Garfield			a9/29/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
	Star From Heaven	Marshall-Thompson-Jim Davis			
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
	Time for Two	J. Hodiak-L. Ball-L. Nolan			
	Two Sisters From Boston	Kathryn Grayson-June Allyson			a10/20/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
	Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110		b1/12/46

MONOGRAM

Prod. No.					
	CURRENT 1944-45				
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
502	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	12/15/45	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
406	G.I. Honeymoon (C)A	Gale Storm-Peter Cookson	70	5/5/45	b3/3/45
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/2/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/15/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

COMING

	Charlie Chan at Alcatraz	S. Toler-B. Fong-M. Moreland			
	Face of Marble	John Carradine-Claudia Drake	72		a12/22/45
	Fear (My)A	Warren William-Anne Gwynne	68		b12/29/45
	Gay Cavalier	Gilbert Reland-Martin Garalaga			
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox			
514	Junior Prom	Freddie Stewart-June Preisser			
	Live Wires	Leo Gorcey-Huntz Hall			a11/10/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61		b1/19/46
	Suspense	Belita-H. Valdez-A. Dekker			a12/29/45
	Swing Parade of 1946	Gale Storm-Phil Regan			a9/22/45

Westerns (Current 1944-45)

	Border Bandits	J. M. Brown-R. Hatton	57	1/12/46	
452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
430	In Old New Mexico (M)F	D. Renaldo-M. Garralaga	63	5/26/45	b8/11/45
561	Lonesome Trail	J. Wakely-Lee White		12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

	Code of the Drifter	J. M. Brown-Raymond Hatton		
	Haunted Mine, The	J. M. Brown-Raymond Hatton	2/23/46	
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	2/16/46	

PARAMOUNT

Block No.	CURRENT 1944-45		Mins.	Rel. Date	See Issue of
5	Affairs of Susan (C)F	J. Fontaine-G. Brent-D. O'Keefe	109	5/25/45	b3/31/45
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
4	High Powered (D)F	Robert Lowery-Phyllis Brooks	61	5/18/45	b2/24/45
Sa.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
5	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
4	Salty O'Rourke (D)A	Alan Ladd-Gail Russell	98	5/4/45	b2/24/45
5	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/26/45	Reissue
4	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45

Current 1945-46

1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Follow That Woman (My)F	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	Ray Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45

COMING

	Big Town	Philip Reed-Hillary Brooke			
4	Blue Dahlia	A. Ladd-V. Lake-W. Bendix			a6/9/45
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
	Bride Wore Boots	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Cross My Heart	Betty Hutton-Sonny Tufts			a4/7/45
	Easy Come, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Hot Cargo	W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/22/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/46	a4/7/45
3	Miss Susie Slagle's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	Our Hearts Were Growing Up	B. Donlevy-G. Russell-D. Lynn			a4/28/45
	Perfect Marriage, The	L. Young-D. Niven-V. Field			
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			
	Strange Love	Stanwyck-L. Scott-Heflin			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer	Robert Lowery-Barbara Britton			a7/21/45
	To Each His Own	Olivia de Havilland-John Lund			a7/14/45
5	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.)	J. McCrea-B. Donlevy-S. Tufts			a1/20/45
4	Well Groomed Bride	R. Milland-O. de Havilland-S. Tufts			a4/7/45

PRC

CURRENT 1944-45

Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
Arson Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45	b8/11/45
Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	11/23/45	b10/27/45
Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	5/16/45	b3/31/45
Man Who Walked Alone (C)F	Kay Aldrige-Dave O'Brien	74	3/15/46	b2/17/45
Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
Phantom of 42nd Street(My)A	Dave O'Brien-Kay Aldridge	60	5/2/45	b5/12/45
Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
Strangler of the Swamp (H)A	R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/44	b11/11/44
White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45	b8/11/45
Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/45	b6/16/45

COMING

Devil Bat's Daughter	Rosemary LaPlanche-John James			
Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46	b1/19/46
Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
Mask of Dijon	Eric von Stroheim-Jeanne Bates		3/7/46	a12/22/45
Murder is My Business	Hugh Beaumont-Cheryl Walker			
Once and For All	N. Coleman-P. Reed-F. Bressart			a12/22/45
Wife of Monte Cristo	John Loder-Lenore Aubert			a12/29/45

Westerns (Current 1944-45)

Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
Enemy of the Law (W)F	Tex Ritter-Dave O'Brien	57	5/7/45	b11/17/45
Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
Navajo Kid	Bob Steele		11/21/45	a12/29/45
Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45	b9/22/45

Westerns (Coming)

Ambush Trail	Bob Steele-Lorraine Miller	2/17/46	
Caravan Trail (Color)	Eddie Dean-Emmett Lynn		
Gentlemen With Guns (Color)	Eddie Dean-Mary Kenyon		
Law Crusaders	Buster Crabbe-Al St. John		
Man Without a Gun	Bob Steele-Ellen Hall		
Romance of the West (Color)	Eddie Dean	3/20/46	
Six Gun Man	Bob Steele	2/1/46	
Terrors on Horseback	Buster Crabbe-Al St. John		

RKO-RADIO

Block No.	CURRENT 1944-45		Trade Shown	
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June b6/2/45
5	Brighton Strangler (D)A	John Loder-June Duprez	67	May b5/5/45
Sp.	It's a Pleasure (Tech.)(DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar b3/3/45
6	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June b6/9/45

CURRENT 1945-46

Sa.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/16/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Trevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45

RKO-RADIO (Cont.)

Block No.	Current 1945-46		Mins.	Trade Shown	See Issue of
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/28/45

COMING

	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	Badman's Territory	R. Scott-A. Richards-L. Tierney			
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
	Deadline at Dawn	S. Hayward-P. Lukas-O. Massen			a6/30/45
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Falcon's Alibi	Tom Conway-Rita Corday			
	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck	Robert Young-Barbara Hale			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b9/28/45
	Notorious	C. Grant-Ingrid Bergman			
	Riverboat Rhythm	Leon Errol-Joan Newton			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step By Step	Lawrence Tierney-Anne Jeffreys			
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
	Tarzan and the Leopard Woman	J. Weissmuller-B. Joyce			
	Till the End of Time	Dorothy McGuire-Guy Madison			
	Tomorrow Is Forever /D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			

REPUBLIC

Prod. No.	CURRENT 1944-45		Rel Date	
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45 b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45 b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/18/45 b5/18/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45 b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45 b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45 b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45 b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45 b12/8/45
415	Flame of Barbary Coast (D)F	J. Wayne-Ann Dvorak	91	5/28/45 b4/21/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45 b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/16/45 b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45 b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45 b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45 b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45 b11/24/45
433	Phantom Speaks (D)A	Richard Arlen-Lynne Roberts	69	5/18/45 b4/21/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45 b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45 b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/29/45 b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	8/1/45 b8/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45 b8/18/45
416	Three's a Crowd (M)	Gertrude Michael-Charles Gordon	58	5/23/45 b6/9/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/16/45 b12/22/45
434	Vampire's Ghost (D)A	John Abbott-Peggy Stewart	59	5/21/45 b4/20/45

Current 1945-46

503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45

COMING

'508	A Guy Could Change	Allan Lane-Jane Frazee	65	1/27/46	a6/4/45
	A Strange Impersonation	Brenda Marshall-William Gargan			a10/13/45
	Catman of Paris	Carl Esmont-Lenore Aubert			a11/24/45
	Crime of the Century	Stephanie Bachelor-Michael Browne			a12/1/45
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Home on the Range	Monte Hale-Adrian Booth			
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
	Madonna's Secret, The	F. Lederer-A. Rutherford-G. Patrick			a12/1/45
	Murder in the Music Hall	Vera Hruba Ralston-W. Marshall			a12/29/45
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Specter of the Rose	Michael Chekhov-Judith Anderson			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45

Westerns (Current 1944-45)

456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6/2/45	b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45	b8/18/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
553	Cherokee Flash	Sunset Carson-Linda Stirling	55	12/13/45	
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshal of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/7/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue
564	Wagon Wheels Westward(W)F	Wild Bill Elliott-Bobby Blake	56	12/21/45	b1/19/46

Westerns (Coming)

	Alias Billy the Kid	Sunset Carson-Peggy Stewart	
565	California Gold Rush	Wild Bill Elliott-Bobby Blake	56 2/4/46
	Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming	
	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	
	El Paso Kid	Sunset Carson-Marie Harmon	
	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming	
	Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake	

20TH-FOX

Prod. No.	CURRENT 1944-45		Mins.	Rel. Date	See Issue of
524	Billy Rose's Diamond Horseshoe (Tech.) (M)F	B. Grable-D. Haymes-P. Silvers	104	May	b4/14/45
525	Bullfighters (C)F	Laurel and Hardy	61	May	b4/14/45
528	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June	b6/9 45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July	b6/2 45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F	Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov	b7/14/45
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb	b1/19/46
604	Captain Eddie (B)F	F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F	J. Dunn-Sheila Ryan	65	Sept	b7/21/45
617	Doll Face (CM)F	C. Miranda-P. Como-V. Blaine	80	Jan	b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov	b9/29/45
612	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug	b6/16/45
614	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec	b10/13/45
607	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

	Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell			
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117		b12/1/45
	A Yank in London	Anna Neagle-Rex Harrison			
	Black Beauty	Mona Freeman-Richard Denning			
	Centennial Summer (Tech.)	Crain-Darnell-Bennett			a10/20/45
	Cluny Brown	Charles Boyer-Jennifer Jones			
610	Col. Effingham's Raid (CD)F	C. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
	Dark Corner	Lucille Ball-William Bendix			
	Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James			a5/19/45
	Dragonwyck	G. Tierney-V. Price-W. Huston			a7/14/45
618	Jesse James	T. Power-H. Fonda-N. Kelly		Feb	Re-release
	Johnny Comes Flying Home	Martha Stewart-Richard Crane			a1/5/46
	Rendezvous 24	William Gargan-Maria Palmer			
619	Return of Frank James	Henry Fonda-Gene Tierney		Feb	Re-release
	Sentimental Journey	M. O'Hara-J. Payne-W. Bendix			a10/20/45
615	Shock (D)F	Vincent Price-Lynn Bari	70	Feb	b1/19/46
	Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes			a1/5/46
	Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives			a10/6/45
	Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis			a1/5/46
	Strange Triangle	Signe Hasso-John Shepard			
	Three Little Girls in Blue (Tech.)	Haver-Blaine-Payne			
	Wake Up and Dream	John Payne-June Haver			a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
	Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
	Colonel Blimp (CD)F	Anton Walbrook-Deborah Kerr	93	5/4/45	b3/24/45
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12/8/44	b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45	b6/23/45

COMING

	A Night in Casablanca	Marx Bros.-Charles Drake			
	A Scandal in Paris	G. Sanders-S. Hasso-C. Landis			a12/22/45
	Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46	b1/19/46
	Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135		b12/22/45
	Diary of a Chambermaid	P. Goddard-H. Hatfield-B. Meredith	86	2/15/46	a10/27/45
	Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Henry the Fifth	L. Olivier-R. Asherson			
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	2/15/46	b11/17/45
	Me and Mr. Satan	P. Muni-A. Baxter-C. Rains			
	Outlaw, The	Jane Russell-Walter Huston	2/8/46		
	Rebecca	L. Olivier-Joan Fontaine	130		Reissue
	Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin			
	Strange Woman, The	H. Lamarr-G. Sanders-L. Hayward			
	This Happy Breed	Robert Newton-Celia Johnson			
	Whistle Stop (D)F	George Raft-Ava Gardner	85	3/1/46	b1/12/46
	Young Widow	Jane Russell-Louis Hayward			

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/20/45	b7/21/45
9042	Blonde Ransom	Virginia Grey-Donald Cook	68	6/15/45	a1/6/45
9007	East Side of Heaven	Bing Crosby	88	6/15/45	Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9028	Honeymoon Ahead (DM)F	Allan Jones-Grace McDonald	59	5/11/45	b5/5/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45	b6/16/45
9001	Lady on a Train	D. Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9011	Patrick the Great (CM)F	Donald O'Connor-Peggy Ryan	89	5/4/45	b4/21/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6 22/45	b6/9/45
9016	See My Lawyer (C)F	Olsen and Johnson-A. Curtis	69	5/25/45	b2/10/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45

UNIVERSAL (Cont.)

Prod. No.	CURRENT 1944-45		Mins.	Rel. Date	See Issue of
9033	Swing Out Sister (CM)F	Rod Cameron-Frances Rasburn	60	5/18/45	b5/5/45
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/19/45
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

Current 1945-46

516	Because of Him (CM)F	D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/8/45	b11/3/45
510	Daltons Ride Again (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45	b11/17/45
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A	Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/15/45
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45	b10/27/45
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/29/45
501	Shady Lady (CM)F	C. Coburn-G. Simms-K. Paige	95	9/7/45	b9/8/45
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45	b10/20/45
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/22/45
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

	Brute Man	Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward			a10/6/45
	Cat Creeps	Lois Collier-Noah Beery, Jr.			
	Dead of Night	Michael Redgrove-Googie Withers			
	Design for Death	Tom Neal-Martha O'Driscoll			
	House of Horrors	Kent Taylor-Virginia Grey			
518	Idea Girl	Jess Barker-Julie Bishop	2/8/46		a12/29/45
520	Little Giant	Abbott-Costello	2/22/46		
	Love Takes a Holiday	Joan Davis-Jack Oakie			
	Madonna of the Seven Moons	P. Roc-P. Calvert-S. Granger			
519	Man in Grey (D)	Margaret Lockwood-James Mason			
521	Notorious Gentleman	Kent Taylor-Virginia Grey	3/1/46		
	Rogue's Progress	Lilli Palmer-Godfrey Tearle			
	Seventh Veil (D)A	James Mason-Ann Todd	94	2/15/46	b11/10/45
	Shahrazad (Tech.)	Y. DeCarlo-B. Donlevy-J. P. Aumont			
	She Wolf of London	Sara Haden-Una O'Connor	92		a1/5/46
	So Goes My Love	Myrna Loy-Don Ameche			a11/24/45
	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce			a11/10/45
	Strange Conquest	Jane Wyatt-Jess Barker			
	Tangier	M. Montez-P. Foster-R. Paige			a11/10/45
517	Terror by Night	B. Rathbone-Nigel Bruce	2/1/46		a11/17/45
	Wicked Lady (D)A	M. Lockwood-J. Mason-P. Roc	100		b1/12/46

Westerns (Current 1944-45)

9083	Beyond the Pecos	Rod Cameron-Eddie Dew	59	4/27/45	
9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45	
9081	Riders of the Santa Fe	Rod Cameron-Eddie Dew	60	11/10/45	

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45	
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/46	a12/22/45
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45	

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F	B. Stanwyck-D. Morgan	101	8/10/44	b7/21/44
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45	b6/16/45
419	Corn is Green (D)A	Bette Davis-John Dall	114	7/21/45	b3/31/45
416	Escape in the Desert (D)F	Helmut Dantine-Jean Sullivan	79	5/19/44	b4/28/44
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	92	6/9/45	b5/19/44

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45	Reissue
506	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45	b8/29/44
510	My Reputation (D)F	Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	8/4/45	b8/11/44
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45	b6/30/44
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45	b11/24/44
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45	b11/17/44

COMING

	Appointment in Tokyo (Wa)	Documentary	54		b12/1/44
	Beast With Five Fingers	R. Alda-A. King-P. Lorre			
	Big Sleep	H. Bogart-Laurel Bacall			a2/10/46
	Burma Victory (Wa)A	Documentary	62		b12/22/45
	Cinderella Jones	Joan Leslie-Robert Alda			a6/10/44
	Devotion (D)A	O. deHavilland-I. Lupino			a2/27/44
	Escape Me Never	E. Flynn-I. Lupino-G. Young			
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark			a12/22/45
	Humoresque	J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married	Joan Leslie-Robert Hutton			a11/24/45
	Never Say Goodbye	Errol Flynn-Eleanor Parker			a12/1/45
	Night and Day	C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever	J. Garfield-G. Fitzgerald			a2/10/45
	Of Human Bondage	P. Henreid-E. Parker-P Knowles			a8/16/44
	One More Tomorrow	Ann Sheridan-Dennis Morgan			a11/26/44
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring			
	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	126		b11/24/45
	Sentence, The	Ann Sheridan-Robert Alda			
	Shadow of a Woman	Andrea King-William Prince			a4/28/45
	Stolen Life	B. Davis-G. Ford-W. Brennan			a3/31/45
	The Man I Love	Ida Lupino-Robert Alda			a11/24/45
511	Three Strangers	Fitzgerald-Greenstreet-Lorre	92	2/15/46	a4/21/45
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson--J. Wyman			a12/1/45
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie			
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith			a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett		Film Clas.	a10/4/44
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Adventure in Music (M)	Jose Iturbi & Others	62		b5/27/44
	Battle for Music (Doc.)F	London Philharmonic	74	FourCents	b10/30/44
	Crainquebille (D)A	French Cast	59	Hoffberg	b10/28/44
	1812 (Hist.)	Russian Cast	95	Artkino	b9/16/44
	Fall of Berlin (Doc)F		70	Artkino	b9/15/45
I	Know Where I'm Going(D)F	Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourCents	b10/28/44
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite	b10/27/44

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello In Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
Affairs of Susan	Para.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
A Walk in the Sun	20th-Fox
A Yank in London	20th-Fox

B

Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond the Pecos	Univ.
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Billy Rose's Diamond Horseshoe	20th-Fox
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie Booked on Suspicion	Col.
Boston Blackie's Rendezvous	Col.
Boston Blackie's Private Ghost	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brighton Strangler	RKO
Brute Man	Univ.
Bullfighters	20th-Fox
Burma Victory	WB
But Not Goodbye	MGM

C

Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Charlie Chan at Alcatraz	Mono.
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono.
Cinderella Jones	WB
Clock, The	MGM
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Drifter	Mono.
Code of the Lawless	Univ.
Colonel Blimp	UA
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Dead of Night	Univ.
Design for Death	Univ.
Detour	PRC
Devil Bat's Daughter	PRC
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Enemy of the Law	PRC
Escape in the Desert	WB
Escape Me Never	WB
Experiment Perilous	RKO

F

Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Guardsman	Col.
First Yank Into Tokyo	RKO
Flame of Barbary Coast	Rep.
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentle Annie	MGM
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
Gentlemen With Guns	PRC
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
G. I. Honeymoon	Mono.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
High Powered	Para.
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Honeymoon Ahead	Univ.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do?	PRC
Humoresque	WB

I

Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Isle of the Dead	RKO
It All Came True	WB
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lightning Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Marked Trails	Mono.
Marshal of Laredo	Rep.
Marshal of Rene	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Me and Mr. Satan	UA
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Reputation	WB
Mysterious Intruder	Col.

N

National Velvet	MGM
Naughty Nineties	Univ.
Navaje Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of This World	Para.
Over 21	Col

P

Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Patrick the Great	Univ.
Penthouse Rhythm	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono
Rendezvous 24	20th-Fox
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dawn	Mono
Riders of the Santa Fe	Univ
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Rogue's Progress	Univ.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col

S

Saddle Serenade	Mono
Sailor Takes a Wife	MGM
Salty O'Rourke	Para
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
See My Lawyer	Univ.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shahrazad	Univ.
Shanghai Cobra	Mono
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebeck	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swing Out Sister	Univ.
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Title	Company
Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three's a Crowd	Rep.
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Vampire's Ghost	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	LA
White Pongo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Love	MGM
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA

Z

Title	Company
Ziegfeld Follies of 1946	MGM

NEW PICTURES STARTED LAST WEEK

Four pictures started at four studios last week. A year ago last week seven pictures went before the cameras. Last week's starters:

REPUBLIC

El Paso Kid—Principals: Sunset Carson, Marie Harmon. Director, Thomas Carr.

20th CENTURY-FOX

Rendezvous 24—Principals: William Gargan, Maria Palmer, Pat O'Moore. Director, James Tinling.

UNIVERSAL

Love Takes a Holiday—Principals: Joan Davis, Jack Oakie, Mischa Auer. Director, Charles Lamont.

WARNER BROS.

The Sentence—Principals: Ann Sheridan, Robert Alda, Kent Smith, Bruce Bennett. Director, Vincent Sherman.

TITLE CHANGES

"Exposed by the Crime Doctor" (Col.) now JUST BEFORE DAWN.
"Murder Is Unpredictable" (Col.) now MYSTERIOUS INTRUDER.
"Duchess of Broadway" (Col.) now TALK ABOUT A LADY.
"The Jolson Story" (Col.) now THE STORY OF JOLSON.

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn So Dark the Night That Texas Jamboree Walls Came Tumbling Down Night Editor	Pardon My Past Gilda Mysterious Intruder	Boston Blackie's Private Ghost Talk About a Lady Story of Jolson
METRO	Ziegfeld Follies Hold High the Torch Adventure Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Army Brat	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years Time for Two	Yearling, The Till the Clouds Roll By Three Wise Fools Fiesta Faithful in My Fashion But Not Goodbye
MONO.	Face of Marble Black Market Babies Live Wires Red Dragon Charlie Chan at Alcatraz Joe Palooka, Champ Gay Cavalier	Shadow Returns Strange Mr. Gregory Swing Parade of 1946 Junior Prom Fear Suspense	
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love Ladies Man	California Big Town Searching Wind Perfect Marriage
PRC	Wife of Monte Cristo	Once And For All Murder Is My Business	Devil Bat's Daughter
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder	Notorious Till the End of Time Sister Kenny Without Reservations Step By Step Crack-Up
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades In Old Sacramento Glass Alibi	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona One Exciting Week	Lonely Hearts Club Rainbow Over Texas Passkey to Danger
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home	Smoky Wake Up and Dream Do You Love Me?	Three Little Girl in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Black Beauty Somewhere in the Night Dark Corner Strange Triangle Rendezvous 24 A Yank in London
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun Sin of Harold Diddlebock	Strange Woman Me and Mr. Satan Fanny by Gaslight
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl She Wolf of London	Seventh Veil Notorious Gentleman Wicked Lady So Goes My Love	Cat Creeps Design for Death Shahrazad Strange Conquest Love Takes a Holiday Madonna of the Seven Moons Dead of Night Rogue's Progress
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict	Escape Me Never Beast With Five Fingers Humoresque Two Guys From Milwaukee Sentence, The

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

		Comment	Running Time	Reviewed Issue Of
		ALL-STAR COMEDIES		
6409	A Knight and a Blonde		14	
6404	Booby Dupes	Average	17	3/31/45
6428	Design for Loving	Tops	21	12/16/44
6401	Gents Without Coats		19	
6426	Gold Is Where You Lose It	Fair	16½	12/30/44
6429	Heather and Yon	So-So	17	3/24/45
6405	Idiots DeLuxe	Fair	17½	8/25/45
6423	Jury Goes Round 'n' Round	Fair	18	8/18/45
6402	No Dough, Boys		17	
6431	Off Again, On Again	Fair	16	3/31/45
6427	Open Season for Saps	Farce	18	12/16/44
6433	Pistol Packin' Nitwits	Fair	17	4/28/45
6422	She Snoops to Conquer	Average	18	3/10/45
6430	Snooper Service	Fair	14½	3/24/45
6421	Strife of the Party	Pleasing	16	12/16/44
6403	Three Pests in a Mess	Slapstick	15	5/12/45
6432	Two Local Yokels	Average	17½	5/19/45
6425	Wedded Bliss	Fair	17	11/18/44
6411	Wife Decoy		17	
6410	Woo! Woo!	Average	16	3/10/45
		COLOR RHAPSODY		
6505	Carnival Courage		7	
6501	Dog, Cat and Canary		6	
6503	Fiesta Time		7½	
6504	Hot-Foot Lights	Funny	7	3/25/45
6502	Rippling Romance		8	
		COMMUNITY SINGS		
6651	No. 1 (Leibert) Love Love, Love	Good	9½	11/18/44
6652	No. 2 (Baker) Ikky Tikky Tambo		9	
6653	No. 3 (Baker) Swinging on a Star		10	
6654	No. 4 (Liebert) Hot Time in Berlin	Good	9	3/10/45
6655	No. 5 (Baker) Tico Tico	Fine	11	3/10/45
6656	No. 6 (Don Baker) Very Thought of You	Good	10	4/28/45
6657	No. 7 (Leibert) I'll Walk Alone		11	
6658	No. 8 (Leibert) Sweet and Lovely	Musical	9	6/ 2/45
6659	No. 9 (Baker) Confessin'	Good	10	8/25/45
6660	No. 10 (Baker) Rum and Coca Cola	Good	10	8/25/45
6661	No. 11 (Leibert) Little on the Lonely Side	Good	10	8/18/45
6662	No. 12 (Leibert) Bell-Bottom Trousers	Good	11	11/10/45
6663	No. 13 (Special) Patriotic Songs		10½	
		FILM-VODVIL		
6952	Al Trace's Comedy Band	Excellent	11	12/16/44
6954	Korn Kobblers	Good	11	4/28/45
6951	Kehoe's Marimba Band		11	
6955	Lowe, Hite & Stanley	Diverting	11	6/ 2/45
6953	Rootin' Tootin' Band		11	
		FOX & CROW		
6751	Be Patient, Patient		7	
6752	Egg-Yegg	Amusing	7½	3/31/45
6753	Kukunuts	Funny	6½	316//45
6754	Treasure Jest	Good	6½	3/16/45
		LI'L ABNER		
6602	Kickapoo Juice	Amusing		37/31/45
6601	Porkuliar Piggy	Funny	7	12/16/44
		PANORAMICS		
6901	A Harbor Goes to France		10	
		PHANTASIES		
6702	As the Fly Flies		6	
6704	Bobby Socks	Good	6	8/18/45
6703	Goofy News Views	Has Possibilities	7	6/ 2/45
6701	Mutt 'n' Bones	Fair	7	12/23/44
		SCREEN SNAPSHOTS		
6851	No. 1 (GI Joe in Hollywood)	Fair	10	12/ 2/44
6852	No. 2 (The Mike Goes to War)		10	
6853	No. 3 (Ken Murray, M.C.)		10	
6854	No. 4 (Variety-Mowbray)		9½	
6855	No. 5 (GI Janes in Hollywood)	Average	10	3/20/45
6856	No. 6 (Vallee-Allen)	Good	9	4/14/45
6857	No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	4/14/45
6858	No. 8 (Letters to GI)		10	
6859	No. 9 (Doctors in Make-Up)		9½	
6860	No. 10 (Eddie Cantor-Ginny Simms)	Excellent	10	8/25/45
		SPORTS REEL		
6803	Aqua-Maids		9½	
6809	Chips and Putts		9	
6802	Hedge Hoppers	Selective	8	12/16/44
6808	Hi-ho Rodeo		9	
6807	Iron Masters	Excellent	9½	5/ 5/45
6801	K-9-Kadets		10½	
6805	Kings of the Fairway	Interesting	10	4/21/45
6806	Rough and Tumble	Very Funny	9	4/14/45
6810	Salmon Fishing		9	
6804	Striking Champions		10	
		SERIALS		
6120	Black Arrow	15 Chaps.		
6140	Brenda Starr, Reporter	13 Chaps.		
6160	Monster and the Ape	15 Chaps.		5/26/45

METRO-GOLDWYN-MAYER
(1943-44)

		CARTOONS (Tech.)		
W-542	Barney Bear's Polar Pest			
W-538	Bear Raid Warden	Good	8	8/26/44
W-539	Big Heel-Watha	Excellent	8	9/ 2/44
W-546	Jerkey Turkey	Fair	8	5/12/45
W-541	Mouse Trouble			
W-540	Puttin' on the Dog	Very Funny	7	11/ 4/44
W-543	Screwy Truant	Good	7	5/12/45
W-545	Shooting of Dan McGee	Kids Itself	8	4/21/45
W-544	Unwelcome Guest			
		CRIME-DOES-NOT-PAY		
A-502	Fall Guy	Fair	20	5/12/45
A-503	Last Installment	Absorbing	19	5/12/45
A-504	Phantoms Inc.		17	
		MINIATURES (10)		
M-590	Little White Lie			
M-589	Nostradamus IV	Very Good	10	11/ 4/44
M-588	Somewhere USA (Tech.)		10	
M-587	Why Daddy		9	
		PASSING PARADE		
K-574	A Lady Fights Back	Interesting	10	1/ 6/45
K-572	Grandpa Called It Art	Good	10	10/ 7/44
K-575	It Looks Like Rain			
K-573	Return From Nowhere	Interesting	10	11/ 4/44
K-576	Seesaw and the Shoes	Exceptional	10	5/12/45
		PETE SMITH SPECIALTIES (14)		
S-557	Football Thrills of 1943	Very Good	8	11/ 4/44
S-560	Hollywood Scout	Unique	8	5/12/45
S-55	Movie Pests	Pointed Fun	10	8/ 5/44
S-558	Safety Sleuth	Hilarious	10	12/16/44
S-556	Sports Quiz	Very Good	10	9/ 2/44
S-559	Track and Field Quiz			
		TRAVELTALKS (12) (Tech.)		
T-520	City of Brigham Young			
T-518	Colorful Colorado		8	
T-521	Monumental Utah	Excellent	9	9/ 2/44
T-519	Roaming Through Arizona		10	
T-522	Wandering Here and There	Instructive	9	1/13/45

(1944-45)

		CARTOONS		
W-631	Mouse Comes to Dinner		7	
W-632	Mouse in Manhattan		8	
W-633	Tee for Two		7	
W-634	Swing Shift Cinderella		8	
		TRAVELTALKS		
T-612	Seeing El Salvador		9	
T-611	Shrines of Yucatan	Instructive	9	1/13/45
T-613	Modern Guatemala City		8	

PARAMOUNT

		CLASSICS CARTOONS (Tech.) (4)		
C4-10	Hunky and Spunky		7	Reissue
C4-9	Kids in the Shoe		7	Reissue
C4-7	Little Stranger		7	Reissue
C4-8	Snubbed by a Snob		7	Reissue
		GEORGE PAL PUPPETOONS		
U4-6	Hatful of Dreams	Excellent	9	4/28/45
U4-3	Hot-Lip Jasper	Excellent	8	1/27/45
U4-7	Jasper's Booby Traps	Very Good	8	6/ 2/45
U4-8	Jasper's Close Shave	Good	8	8/ 4/45
U4-5	Jasper's Minstrels	Fair	9	4/28/45
U4-1	Jasper's Paradise	Excellent	7½	12/30/44
U4-4	Jasper Tell	Amusing	8	2/ 3/43
U4-2	Two Gun Rusty	Very Good	7½	11/11/44
		LITTLE LULU		
D4-4	Beau Ties	Fair	8	6/ 9/45
D4-1	At the Zoo	Entertaining	8	3/10/45
D4-2	Birthday Party	Excellent	8	5/10/45
D4-5	Daffydilly Daddy	Good	8	10/13/45
D4-3	Magica-Lulu	Amusing	8	5/ 5/45
D4-6	Snap Happy			
		NOVELTOONS		
P4-5	Lamb in a Jam	Good	8	8/ 4/45
P4-6	A Self-Made Mongrel	Funny	8	10/13/45
P4-4	Scrappily Married	Very Funny	8	8/31/45
P4-3	When GI Johnny Comes Home	Exceptional	8	5/ 5/45
P4-1	Yankee Doodle Donkey	Amusing	8	1/27/45
P4-2	Gabriel Churchkitten	Winsome	8½	3/10/45
		MUSICAL PARADES		
FF4-5	Boogie Woogie	Good	20	6/ 2/45
FF4-1	Bonnie Lassie	Very Good	19	9/23/44
FF4-3	Bombalera	Super	20	1/27/45
FF4-4	Isle of Tabu	Good	20	3/10/45
FF4-2	Star Bright	Excellent	20	12/23/44
FF4-6	You Hit the Spot	Entertaining	20	9/22/45
		POPEYE		
E4-5	For Better or Nurse		7½	
E4-6	Mess Production	Good	7½	11/17/45
E4-2	Pop-Pie Ala Mode	Good	8	6/ 2/45
E4-4	Shape Ahoy	Good	7½	9/ 1/45
E4-1	She-Sick Sailors	Good	8	3/31/45
E4-3	Tops in the Big Top	Good	7	8/ 4/45
		POPULAR SCIENCE		
J4-1	No. 1	Interesting	10	12/30/44
J4-2	No. 2	Excellent	10	12/30/44
J4-3	No. 3	Interesting	10	1/27/45
J4-4	No. 4	Very Interesting	10	5/12/45
J4-5	No. 5	Good	10	6/ 9/45
J4-6	No. 6	Excellent	10	8/ 4/45
		SPEAKING OF ANIMALS		
Y4-1	As Babies	Tops	9	12/30/44
Y4-6	From A to Zoo	Excellent	9	9/ 1/45
Y4-5	In a Musical Way	Interesting	9	8/18/45
Y4-3	In the Public Eye	Good	10	3/24/45
Y4-4	Talk of the Town	Very Funny	9	5/26/45
Y4-2	Who's Who in Animal Land	Tops	9	1/27/45
		SPORTLIGHTS		
R4-5	Blue Winners	Excellent	9	1/27/45
R4-2	Brongs & Brands	Thrilling	9½	12/30/44
R4-10	Campus Mermaids	Good	9	9/ 1/45
R4-9	Canine-Feline Capers	Good	9	8/16/45
R4-8	Fan Fare	Fair	9	6/ 9/45
R4-3	Long Shots or Favorites	Good	9½	2/10/45
R4-4	Out Fishin'	Excellent	9½	4/21/45
R4-6	Game Bag	Excellent	9½	3/31/45
R4-1	Rhythm on Wheels	Good	9½	12/ 2/44
R4-7	White Rhapsody	Thrilling	9	5/12/45
		UNUSUAL OCCUPATIONS		
L4-1	No. 1	Interesting	10	11/ 4/44
L4-2	No. 2	Interesting	10	2/24/45
L4-3	No. 3	Very Fine	10	3/10/45
L4-4	No. 4	Interesting	10	5/12/45
L4-5	No. 5	Interesting	10	9/15/45
L4-6	No. 6	Interesting	10	10/13/45

RKO RADIO

		DISNEY CARTOONS (18) (Tech.)		
54110	African Diary		7	
54112	Californy 'Er Bust	Fair	7	6/16/45
54113	Canine Patrol	Excellent	7	9/22/45
54107	Clock Watcher	Good	7	1/13/45
54118	Cured Duck		7	
54108	Dog Watch	Good	7	1/ 6/45
54111	Donald's Crime		8	
54105	Donald's Off Day	Funny	7	1/ 6/45
54114	Duck Pimples	Very Good	8	6/ 9/45
54109	Eyes Have it	Entertaining	7	5/12/45
54103	First Aiders	Excellent	7	12/ 2/44
54117	Hockey Homicide		8	
54104	How to Play Football	Timely	8	12/ 9/44
54116	No Sail	Good	7	8/25/45
54115	Legend of Coyote Rock	Very Funny	7	8/25/45
54102	Plastics Inventor	Excellent	7	8/19/45
54101	Springtime for Pluto		7	
54106	Tiger Trouble	Funny	7	1/18/45
		EDGAR KENNEDY		
53401	Feather Your Nest	Good	18	12/16/44
53402	Alibi Baby	Comedy	18	1/13/45
54405	It's Your Move	Fair	17	8/18/45
53403	Sleepless Tuesday	Some Laughs	18	4/28/45
53404	What, No Cigarets?	Poor	18	7/ 7/45
53406	You Drive Me Crazy	Fair	17	11/10/45
		FLICKER FLASHBACKS		
54201	No. 1		10	
54202	No. 2	Good	9½	11/11/44
54203	No. 3		9	
54204	No. 4	Hilarious	9	2/24/45
54205	No. 5	Swell Ribbing	9	3/31/45
54206	No. 6	Good	8	4/21/45
54207	No. 7		7	
		HEADLINER REVIVALS		
53201	Songs of the Colleges		15	
53204	Swing Fever		19	
53202	Swing It		16	
53203	Swing Vacation		19	
		LEON ERROL		
53707	Beware of Redheads	Good	17	9/22/45
53703	Birthday Blues	Average	17	4/14/45
53706	Double Honeymoon	Good	18	8/18/45
53702	He Forgot to Remember		17	
53704	Let's Go Stepping		17	
53701	Triple Trouble	Good Hokum	17	11/11/44
53705	It Shouldn't Happen to a Dog	Fair	18	8, 25 45
		SPORTSCOPES		
54308	Athlete of the Year	Good	8	4, 21 45
54313	Colorado Rainbows	Good	8	9, 22, 45
54306	Court Craft	Action	8	4, 21, 45
54305	Five Star Bowlers	Class Appeal	8	2, 24, 45
54304	Parallel Skiing	Good	8	1/ 6, 45
54303	Saddle Starlets	Good	8	12 23 44
54302	School for Dogs	Interesting	8	12 30 44
54307	Ski Gulls	Thrills	8	3, 31 45
54311	Tee Tricks	Excellent	8	7/ 7, 45
54309	Timberdoodles	Interesting	8	4, 23 45
54310	West Point Winners	Very Good	8	7/ 7, 45
54312	Mexican Playland	Good	8	8 25 45
		THIS IS AMERICA		
53113	Americans in Paris	Good	16	11 24 45
53111	Annapolis	Interesting	16	9, 22 45
53108	Battle of Supply	Excellent	17	7/ 7, 45
53112	California Boom Town	Very Good	16	10 27, 45
53107	Dress Parade	Very Good	16	5, 12, 45
53105	Guam-Salvaged Island	Excellent	17	4, 21 45
53105	Honorable Discharge	Educational	17	3, 24 45
53102	New Americans	Interesting	19	1/ 6, 45
53104	On Guard	Exciting	17	3/ 3 45
53110	Policing Germany	Excellent	18	8 11 45
53103	Power Unlimited	Interesting	17	2 24 45
53101	West Point	Revealing	17	12 9 44
53109	China Life Line	Excellent	16	7 28 45

REPUBLIC

483	Federal Operator 99	15 Chaps.	
482	Manhunt of Mystery Island	15 Chaps.	
581	Phantom Rider	12 Chaps.	
484	Purple Monster Strikes	15 Chaps.	
481	Zorro's Black Whip	12 Chaps.	

20th CENTURY-FOX

LEW LEHR

5902 Do You Remember.....
5901 Sea Food Mamas..... 8 ....

MARCH OF TIME

1 Post War Farms.....
2 What to Do With Germany .....Excellent ..... 18½ .. 9/30/44
3 Uncle Sam Mariner.....
4 Inside China .....Revelatory ..... 17½ .. 12/ 2/44
5 Unknown Battle .....Interesting .... 19 .. 12/30/44
6 Report on Italy.....Outstanding .. 17 .. 2/ 3/45
7 West Coast Question.....Interesting .... 16 .. 2/24/45
8 Memo to Britain.....Interesting .. 16 .. 3/24/45
9 Returning Veteran .....Interesting .. 17 .. 4/14/45
10 Spotlight on Congress....Informative .. 16 .. 5/19/45
11 Teen-Age Girls .....Excellent .... 17 .. 6/16/45
12 Where's the Meat?.....Fair ..... 17 .. 7/28/45
13 New U. S. Frontier.....Unusual ..... 16 .. 8/11/45

MOVIETONE ADVENTURE

5256 Alaskan Grandeur (Tech.).Interesting ... 8 3 10 45
5254 Black, Gold and Cactus (Tech.) .....
5257 Canyons of the Sun.....Educational 8 2 10 45
5255 City of Paradox.....
5261 Empire State .....
5259 Isle of Romance.....
5252 Jewels of Iran.....
5256 Land of 10,000 Lakes....Interesting ... 8 .. 3/10/45
5251 Mexican Majesty (Tech.).....
5201 Modeling for Money.....
5253 Mystic India .....
6200 Sikhs of Pallala.....

SPORTS REVIEWS

5351 Blue Grass Gentlemen (Tech.) .....
5302 Steppin Pretty .....
5354 Down the Fairways.....
5352 Trolling for Strikes (Tech.) .....
5353 Nova Scotia .....Fair ..... 8 .. 3 10 45

SPECIAL

5601 Three Sisters of the Moors ..... 20 .

UNITED ARTISTS 1944-45

DAFFY-DITTYS

Cross-Eyed Bull .....Very Good .... 10 ..11 4 44
Flying Jeep .....
Lady Says No.....
Pepito's Serenade .....
Choo Choo Amigo.....

WORLD IN ACTION

Now—The Peace .....Good ..... 21 .. 5/19/45
When Asia Speaks.....Interesting .. 19 12/ 9 44

UNIVERAL

NAME BAND MUSICALS

9128 Artistry in Rhythm.....Fair ..... 15 .. 6/16/45
9122 Harmony Highway .....Fair ..... 15 ..12/20/44
9124 Jive Busters .....Average ..... 15 .. 4/21/45
9125 Melody Parade .....
9123 On the Mellow Side.....Excellent ..... 15 .12/30/44
9127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
9126 Swing Serenade .....Very Good .... 15 .. 5/12/45
9121 Swingtime Holiday .....Good ..... 15 .12/30/44
9129 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

9373 ABC Pin-Up .....Good ..... 9 .. 2/10/45
9375 Author in Babyland.....Interesting .. 9 .. 5/12/45
9376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
9371 Idol of the Crowd.....Interesting .. 9 .11/ 4/44
9378 Kanine Aristocrats .....Good ..... 9 . 9/22/45
9372 One-Man Newspaper ....Interesting . 10 .12/23/44
9374 Pigtail Pilot .....Exceptional . 9 . 1/27/45
9377 School for Mermaids.....Good ..... 9 . 8/25/45

SWING SYMPHONIES

9231 Abou Ben Boogie.....Fair 7 11 4 44
9235 Painter and the Pointer .....Amusing 7 12 23 44
9234 Pied Piper of Basin Street .....Entertaining ... 8 2 10 44

TECHNICOLOR CARTUNES

9232 Beach Nut, The.....Good ..... 7 .12/16 44
9236 Chow Chow Baby.....Hilarious ..... 7 .. 2/24/45
9239 Crow Crazy .....Funny ..... 7 .. 8/25/45
9240 Dippy Diplomat .....
9235 Painter and the Pointer.....
9233 Ski for Two.....Tops ..... 7 .12/30/44
9238 Woody Dines Out.....Good 7 5/12/45

SPECIAL FEATURETTES

9112 Lili Mariene .....Engrossing ... 21 11 11 44
9110 World Without Borders..... 21 .

VARIETY VIEWS

9352 Dogs for Show.....Very Fine 9 . 12/23/44
9351 From Spruce to Bomber..Interesting 9 12/16/44
9353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 .12/23/44
9354 White Treasure .....Interesting 9 .. 1/13/45
9356 Wingmen of Tomorrow...Interesting 10 . 6/16/45
9355 Your National Gallery...Interesting 10 .. 2/24/45
9357 Victory Bound .....Interesting .... 9 . 9/ 1/45
9358 Village of the Past.....Good ..... 9 . 8/25/45

SERIALS

9581 Jungle Queen..... 13 Chaps.
9881 Master Key ..... 13 Chaps. 5/ 5/45
9681 Mystery of the River Boat... 13 Chaps. 12/ 2/44
9781 Raiders of Ghost City..... 13 Chaps. 8/12/44
9981 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 .. 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 .11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1313 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Actors.....Good ..... 20 .. 4 14 45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30 44
1108 It Happened in Springfield .....Magnificant .... 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1108 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good ..... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3 3 45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky .....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard.....Fair ..... 10 ..10/13/45
1704 Behind the Meat Ball....Good ..... 7 .. 4/14/45
1713 Book Revue .....Very Good ..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1709 Fresh Airdale .....Very Funny .... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peck Up Your Troubles..Good ..... 7 ..10/10/45
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1708 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimcapades .....Interesting ..... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1005 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional .... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good ..... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/20/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Dav.....Very Good ..... 10 .. 9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .. ..
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½ ..11/10/45
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½ .....
7423 Calling All Fibbers..... 16½ .....
7422 Dance, Dunce, Dance!...Funny ..... 18½ ..10 27 45
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell.....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7435 Spook to Me..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½ .....
7424 When the Wife's Away..... 17 .....
7451 Where the Pest Begins..... 17 .....

COLOR RHAPSODY

7501 River Ribber ..... 6 .....

COMMUNITY SINGS

5657 Christmas Carols ..... 10½ .. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½ ..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Baker) Dream..... 10 .....
7654 No. 4 (Baker) Good, Good .....Good ..... 11 .....
7655 No. 5 (Leibert) No Can Do.....
7656 No. 6 (Baker) That Feeling in the Moonlight.....

FILM VODVIL

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½ .....
7953 Morale's Copacabana Orchestra ..... 11 .....

FLIPPY

7601 Catnipped ..... 7½ .....

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½ .....

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) ..... 9 .....
7854 No. 4 (Hollywood Celebrations)..... 9 .....
7855 No. 5 (Movie Stunt-men & Doubles)..... 19 .....
7856 No. 6 (Wendell Niles and Prindle)..... 9 .....

SPORT REELS

7801 Champion of the Cue..... 7½ .....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½ .....
7804 Mermaids' Paradise ..... 9½ .....
7805 Wrestling .....

SERIALS

7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny ..... 10 .....
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU

D5-1 Man's Pest Friend.....
D5-2 Bargain Counter Attack.. .....

NOVELTOONS

P5-1 The Friendly Ghost.....
P5-2 Old MacDonald Had a Farm .....

MUSICAL PARADES

FF5-1 Little Witch .....Very Good ..... 20 ..11/10/45
FF5-2 Naughty Nanette .....
FF5-3 College Queen.....

POPEYE

E5-1 House Tricks .....
E5-2 Service With a Guile.....

POPULAR SCIENCE

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 .....
J5-3 No. 3 .....

SPEAKING OF ANIMALS

Y5-1 Animal-ology .....Very Funny .... 9 ..11/ 3/45
Y5-2 Hillbillies .....

SPORTLIGHTS

R5-1 What a Picnic.....Interesting .... 9 ..10/18/45
R5-2 Paddle Your Own.....Good ..... 9 ..11/17/45
R5-3 Running the Team.....
R5-4 Good Dog .....
R5-5 Dixie Pointers .....

UNUSUAL OCCUPATIONS

L5-1 No. 1 .....
L5-2 No. 2 .....
L5-3 No. 3 .....

RKO RADIO 1945-46

DISNEY CARTOONS

64101 Canine Patrol ..... 7 .....
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....

FLICKER FLASHBACKS

64201 No. 1 .....Funny ..... 7 ..11/17/45
64202 No. 2 ..... 7 .....
64203 No. 3 ..... 7 .....
64204 No. 4 ..... 8 .....

HEADLINER REVIVALS

63201 The Derby Decade..... 22 .....
63202 Russian Dressing ..... 18 .....
63203 Twenty Girls and a Band..... 18 .....

LEON ERROL

63701 Beware of Redheads..... 17 .....

RAY WHITLEY WESTERN MUSICALS

63501 Western Welcome ..... 18 .....
63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....
63504 Rhythm Wranglers ..... 19 .....

SPECIAL

671 The House I Live In....Excellent ..... 10 ..10/13/45

SPORTSCOPES

64301 Athletic Items .....Good ..... 8 ..11/24/45
64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... 8 .....
64305 Ski Master ..... 8 .....

THIS IS AMERICA

63102 T.V.A. ..... 18 .....
63101 Airline to Everywhere....Excellent ..... 17 .. 1/ 5/46

WAR ACTIVITIES

Here Come the Yanks....Interesting .... 10 ..10/13/45

20th CENTURY-FOX

MOVIETONE ADVENTURE

6260	Across the Great Divide			
6258	Along the Rainbow Trail			
6254	Bountiful Alaska	3		
6259	Cradle of Liberty			
6253	China Carries On			
6256	Louisiana Springtime	8		
6257	Lost Lake			
6252	Magic of Youth			
6251	Memories of Columbus			
6255	Song of Sunshine	8		

SPORTS REVIEWS

6353	Diving Dandies			
6355	Golden Horse			
6301	Pins and Cushions			
6351	Ski Aces			
6352	Time Out For Play	8		
6354	Sea Sirens			

TERRYTOONS

6517	Dinky Finds a Home	7		
6511	Fortune Hunters	7		
6502	Fox & the Duck			
6520	Golden Hen	7		
6514	It's All in the Stars	7		
6518	Johnstown Flood	7		
6501	Mighty Mouse in Gypsy Life	6		
6506	Mighty Mouse Meets Bad Bill Bunion	7		
6508	Mighty Mouse in Krakatoa	7		
6513	My Old Kentucky Home	7		
6519	Peace-Time Football	7		
6503	Swooning the Swooners			
6510	Svengali's Cat	7		
6509	Talking Magpies	7		
6507	The Exterminator	7		
6515	Throwing the Bull	7		
6516	Trojan Horse	7		
6504	Watch Dog			
6512	Wicked Wolf	7		
6505	Who's Who in the Jungle	7		

MARCH OF TIME

1	Palestine Problem	Informative	17	9/15/45
2	American Beauty	Interesting	18	
3	18 Million Orphans	Excellent	17	11/ 3/45
4	Justice Comes to Germany	Impressive	21	11/24/45
5	Challenge to Hollywood	Interesting	18	1/ 5/46

UNIVERSAL

ANDY PANDA CARTOONS

	The Poet and Peasant	Very Good	7	10/27/45

NAME BAND MUSICALS

1304	Cuban Madness			
1301	Solid Senders	Very Good	15	11/24/45
1302	Hot and Hectic			
1306	Melody Stampede			
1381	Sing And Be Happy			
1307	Swing High, Swing Sweet			
1303	Synco-Smooth Swing			
1305	Tin Pan Alley Tempos			

PERSON-ODDITY

1361	Gabriel Heatter Reporting	Interesting	9	11/17/45
1362	Hill-Billy Artist	Interesting	9	10/27/45
1363	Paper Magic	Interesting	9	11/10/45
1364	Pottery Poets	Good	9	12/ 1/45
1365	Front Line Artists	Good	9	12/ 1/45

SERIALS

	Lost City of the Jungle			
	Royal Mounted Rides Again	Actionful	19	1/19/46
	Scarlet Horseman			
	Secret Agent X-9			

TECHNICOLOR CARTOONS

1321	The Loose Nut			

VARIETY VIEW

1342	Go North	Very Good	9	10/13/45
1364	Grave Laughter	Amusing	9	11/24/45
1344	Doctor of Paintings			
1345	Jungle Capers			
1341	Queer Birds	Interesting	9	11/10/45

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS

2303	The Good Egg			
2302	Lyin' Mouse			
2301	Sunbonnet Blue	7		
2.04	Trial of Mr. Wolf			

FEATURETTES

2101	Barbershop Ballads	Fair	20	8/25/45
2102	Star in the Night	Outstanding	20	10/27/45
2103	All Star Musical Revue	Entertaining	20	12/ 1/45
2104	Good Old Corn	Good	20	12/ 1/45
2106	Hitler Lives?	Excellent	20	1/ 5/46
2105	Musical Shipmates			

MELODY MASTERS

2601	Spade Cooley, King of Western Swing	Excellent	10	8 25 45
2605	Headlines Bands			
2602	Here Comes the Navy Bands	Fair	10	10/13/45
2603	Musical Novelties	Fair	10	11/17/45
2604	Music of the Americas	Good	10	12/ 1/45

SPECIAL

2901	The Nine Hundred	Outdated	10	10/27/45

SPORTS PARADE

2501	Sports Go to War	Outdated	10	10/13/45
2502	Holiday on Horseback			
2503	Michigan Ski-Daddle			

TECHNICOLOR ADVENTURES

2801	Fashions for Tomorrow		10	
2802	In Old Santa Fe			

TECHNICOLOR SPECIALS

2001	Frontier Days	Good	20	
2002	Forest Commandos			

VITAPHONE VARIETIES

2401	Alice in Jungleland	Interesting	10	11/17/45
2402	Miracle Makers		10	
2405	Peeks at Hollywood			
2404	So You Think You're Allergic	Fair	10	1/19/46
2403	Story of a Dog	Interesting	10	8/25/45

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Leonard H. Goldenson

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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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FEBRUARY 2, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



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Harry Cohn (See Page 44)

The Motion Picture
THEATRE
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Begins Following Page 50



LOOK!

Look Magazine said: "First Big Musical of 1946. It sets a fast pace for the New Year's movie musicals!" And how!

LOOK!

It's absolutely sensational! First 7 out of 10 dates beat "Meet Me In St. Louis." Capitol, N. Y. sets new all-time record. Los Angeles opening in 3 theatres beats "Valley of Decision." Watch the hold-overs set records too!



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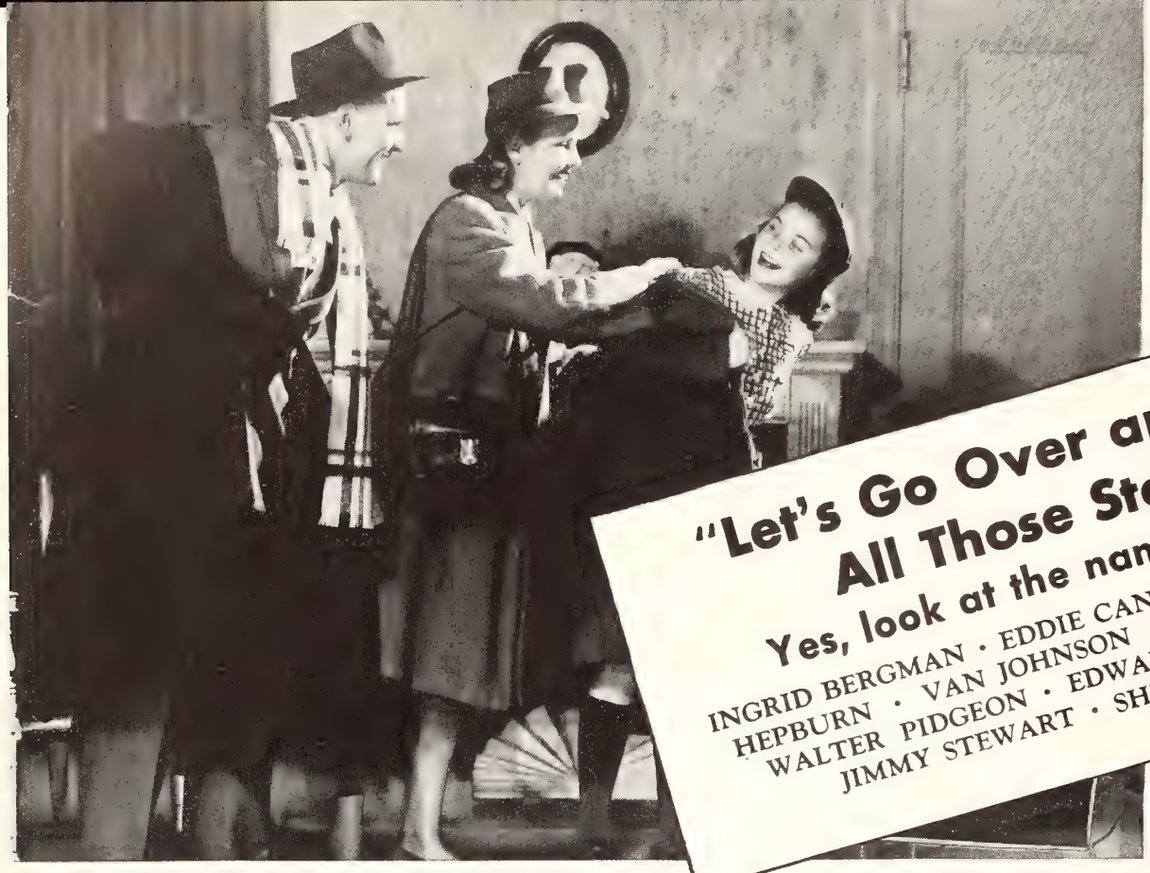
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AMERICAN BROTHERHOOD WEEK

FEBRUARY 16 TO FEBRUARY 24

(Turn please)



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CAR GOE
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LUKE CONNER
Warner Bros.
New Orleans

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Paramount
New York

ED BELL
Paramount
New Jersey

M. W. OSBORNE
Twentieth Century-Fox
Oklahoma City

D. V. McLUCAS
United Artists
Omaha

GEO. SCHWARTZ
Universal
Philadelphia

PETE DANA
Universal, Pittsburgh

MARK COREY
RKO, Portland

B. J. McCARTHY
United Artists
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CHARLES WALKER
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NEWTON JACOBS
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MAURICE SAFFLE
M-G-M, Seattle

JOHN ALLEN
M-G-M, Washington

AMERICAN BROTHERHOOD WEEK (FEB. 16 TO 24)

Sponsored by the National Conference of Christians and Jews

Pres. HARRY S. TRUMAN
Honorary Chairman

Hon. HAROLD E. STASSEN
General Chairman

SPYROS P. SKOURAS
Motion Picture Industry Chairman

EDITORIAL PAGE

CURRENT OBSERVATIONS

HAIL COLUMBIA! There isn't the least doubt in the world that anniversaries or birthdays are far more interesting to the celebrants than to anybody else. But, from the purely personal standpoint it seems to us that the anniversary of a film company is something of decidedly general appeal and interest. We've noticed this before—what with celebrations of film company anniversaries last year in such profusion. But we notice it very emphatically right now because Columbia Pictures is marking a twenty-fifth anniversary with fitting enthusiasm and gusto.

This, surely, is a picturesque company, this Columbia Pictures, with its two rugged pilots—the Cohn brothers. This company has what it takes in its history of progress from a shoestring beginning through a career of brilliant achievement in artistic successes on the screen and aggressive as well as progressive policy in distribution.

Columbia is without a peer as a mover of boundary posts in the field of artistic treatment of the popular entertainment form on the screen. Columbia, as you all well know, started entertainment "cycles" at a rate that is unchallenged—with "It Happened One Night"; with "One Night of Love," "Lost Horizon," "Here Comes Mr. Jordan," "A Song to Remember" and others, including in the short subject field the first "Mickey Mouse" and first "Silly Symphony" cartoons.

With Harry Cohn holding forth at the studio, with Jack Cohn at the helm in the home office, and a roster of as able an aggregation of executives as you'll find in any company, the history Columbia will write in the present and near future is certain to be as lusty, exciting and eventful as that which stands on the record of Columbia's colorful past.

* * *

ADD SHOWMANSHIP. Observations on this page in last week's issue hardly had time to get off the press when some very significant matters became public via news releases. The first, of course, was Bill Rodgers' declaration to salesmen and exploiteers of his company during a convention gathering in New York. The second was a bit of information from New York University authorities regarding the interest in the course being offered at that seat of learning in theatre management, exploitation and advertising.

Now Bill Rodgers, as everybody who has had any acquaintance with him well knows, is not given to popping off or making statements that are to be taken with several grains of salt. Bill has been as frank—in his very magnetic, polite way—as anybody we have known around this industry. So when the same Mr. Rodgers flatly states that those exhibitors who do not give his product the kind of advertising and showmanship support it deserves, why those exhibitors may not be sold the MGM product, you can bet that such things could happen (and will, if some old customers start getting lazy and fall down on the job of merchandising the films when they play the old customers' theatres).

Then, as to that information about the long distances from which men are willing to travel to attend the NYU course in theatre management, that bit of news adds to the vigor of the writing on the wall, which says very plainly that theatremen who are in business will stay in business only if they put on some real showmanship.

There is no doubt that the lush years of war boom business has dulled the keen edge of many a showman's exploitation weapon. However, there is no reason why this business should stand still out of affection for "old acquaintance." Cruel as it may seem, there will be some familiar faces missing from the showmanship ranks unless the old timers meet the challenge and start right now to sell their shows to a fare-thee-well in order to hold the customers won during war years.

That conclusion is inescapable. Because: 1. Film companies are going to demand and get aggressive point-of-sale advertising to tie up with their big pre-release campaigns for the bigger pictures; 2. a lot of enterprising young men are very partial to the theatre field and they are in there taking courses and going about the business of becoming showmen.

* * *

SOURCE MATERIAL. As a reminder to showmen—vets as well as newcomers—we'll say again that no matter how long they've been in the business or how much stuff they have on the ball, there's a sure way to keep "fresh." That is to keep informed about what the other fellows are doing and consult the sources of material for new applications of tested ideas and for a "refresher" on the all-important job of public relations, personal management, showmanship that wins and holds patrons for the theatre. We provide such source material every week in our "Selling the Picture" and "Theatre Management" departments.

—"CHICK" LEWIS

Studio Heads Tell AFL Council Union Pact is 'Armed Truce'

Yates in Hollywood Calls for Studio Closedown Until End Of the Jurisdictional Battle

The Hollywood studio labor situation in existence since calling off the prolonged strike which started last March, has been an armed truce rather than a peace, and a potential powder keg that could explode into another strike, it was implied by Eric A. Johnston in his remarks to news reporters in Miami Wednesday, following his appearance before the executive council of the American Federation of Labor. The head of the Motion Picture Association of America, told newsmen that while no general break between unions and the studios was imminent, a shut down of studios might follow work stoppage unless some final peace arrangement can be worked out between the warring unions.

Studios Avoid Taking Sides

Johnston appeared with several producer representatives before the AFL council. Those who joined him assured the Council that the studios have been particular in efforts to avoid taking sides in jurisdictional disputes and that the producers are anxious to have the Federation clarify and resolve the jurisdictional issues. Among the Hollywood leaders who appeared were: Y. Frank Freeman, Paramount; E. J. Mannix of MGM; Benjamin Kahane, Columbia; Maurice Benjamin, attorney for the MPAA and Joyce O'Hara, Johnston's assistant. The executives expressed themselves as desirous of having the AFL lay down lines of demarcation between jobs so that the unions will stay on the job.

William Green stated that the difficulties arose from differing interpretations by the carpenters', painters' and stagehands' unions over the award by the council's committee which ended last year's strike. Richard F. Walsh of the stagehands' union told the council that the union was willing to abide by the committee's report. The painters, through L. P. Lindelof, assured the council that they will abide by the award so far as their own work is concerned, but that they will back up the carpenters in case of a fight among the unions representing the building trades. William L. Hutcheson of the carpenters disapproved part of the committee's award as well as the procedure in arriving at its decision. The committee then proceeded to make a fresh appraisal of its report in light of the registered complaints.

Asks Closedowns to Force Peace

Complete stoppage of production until rank-and-file union workers who want to work would force their leaders to arrive at an equitable solution to the present studio jurisdictional disputes was urged this week by Herbert J. Yates, Republic president, who declared that producers, caught in the middle, were unable to aid in solving the difficulties. Republic's efficiency during the 1945 strike was cut 35 per cent at a cost of from $750,000 to $1,000,000, Yates said.

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U. S. Tax Collections Set All-Time High During 1945

A new all-time high in Federal admission tax revenue collections was established in 1945 by the Internal Revenue Department, with taxes collected being almost 25 per cent more than the previous high year, 1944. Taxes collected in 1945 totaled $375,306,023 against the prior high of $300,515,911.

Taxes collected in December failed to equal those collected in 1944, with $29,862,687 collected last year against $31,182,977 in 1944. New York tax collections were higher by $26,890 in 1945 than in 1944, with the amount collected being $4,638,078 against $4,611,188.

Silverman Buys Stern Interests In Essaness Theatre Circuit

Purchase of the interests of Emil Stern in the Essaness Circuit, Chicago, by Eddie Silverman, president of the corporation, was reported this week. Stern will remain as general manager.

Silverman also concluded a deal for a 20-year lease on the Oriental, a 3217-seater in the Loop, from its new owners, the Northwest Engineering Corp., which recently bought the house for $2,800,000. Annual rental is reported to be $150,000. Jack Hunt will remain as manager, while H. C. Costello, managing director for the last five years will retire.

Reagan Conducts 3-Day Divisional Sales Meeting in Chicago

Paramount concluded a three-day central division regional sales meeting at the Congress Hotel, Chicago, last weekend, attended by home office executives and district, branch and sales managers, together with newly appointed office managers from Cleveland, Dallas, Chicago, Oklahoma City, Memphis, Detroit, Milwaukee, Minneapolis and Cincinnati. Meetings were conducted by Charles M. Reagan, vice-president in charge of sales, who stressed sales importance and outlined forthcoming product.

Harrisburg Committee Proposes Curfew on Juvenile Attendance

A proposal to recommend a curfew on attendance of children at evening movies is reported under consideration in Harrisburg, Pa., by the joint State Government's Commission sub-committee on child welfare laws.

Another recommendation under consideration for presentation to the State Legislature is a law which would prohibit youths under 16 from attending theatres during school hours. The present age limit is 14.

Boston Testimonial Honoring Broidy

A testimonial dinner honoring Steve Broidy, president of Monogram, will be held February 5 at the Bradford Hotel, Boston. Top state, city and industry executives are listed among the guests and speakers. Maurice N. Wolf, MGM district manager, will be master of ceremonies.

Legislation, Public Concern Exhibitors

That the effectiveness of independent exhibitor groups in handling legislative matters affecting their interests, and ways and means of strengthening public relations are prime considerations became apparent this week when it was learned that these two topics, also prominent in the program of the proposed Theatre Activities Committee which meets in St. Louis April 1, will be the highlights of the annual meeting of the Allied States board of directors annual meeting at the Warwick Hotel in New York, February 11-13.

Other matters on Allied's agenda are the election of officers, the annual report of officers and directors, a report by Col. H. A. Cole on alleged checking abuses and proposed remedies, a report on Allied's Caravan committee, a discussion on film rentals, business conditions, 16-mm. threats, and a resolution by the Ohio ITO concerning affiliated theatre expansion during the pendency of the New York anti-trust suit.

William L. Ainsworth, Allied treasurer, will attend a Pacific Coast Conference meeting in San Francisco which will be held concurrently with the New York meeting. A meeting of the Conference of Independent Exhibitors Associations, including Allied and the PCCITO, will be held in the spring. Distribution companies will be presented with the recommendations and the report of Col. Cole on checking, provided the board approves it.

Booking Combine Planned by 5 Northwest Independent Circuits

Five leading independent theatre circuits with headquarters in Minneapolis are formulating plans for a booking combine. The circuits, which operate 45 theatres in Minnesota, North Dakota, South Dakota and Wisconsin, will have Ted Bolnick, general manager of the Berger Circuit as head of the combine and Lowell Kaplan, Welworth booker, handling the booking and office management.

Circuits involved besides the Berger Amusement Co. and Welworth Theatres, Inc., are Frank and Woempner, the Ben Friedman Circuit and Volk Brothers. Ben Berger indicated that more members will be added.

McCarthy to MPAA as Price Aide

Colonel Frank McCarthy, former secretary of the General Staff of the U. S. Army and military secretary to General George C. Marshall, has been appointed assistant to Byron Price, vice-president of the Motion Picture Association of America in charge of the Hollywood office.

Release Dates Set on 3 WB Films

Release date on Warners' "Three Strangers" and "Burma Victory" has been set for February 16, and "Cinderella Jones" is set to go out March 9.

SHOWMEN'S TRADE REVIEW

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Two Divisions Added To Loew's Theatres

The creation of two new divisions and several managerial changes, including the promotion of two assistants, have been made by Joseph R. Vogel, in charge of all Loew Theatres.

William Phillips, manager of Loew's State, Newark, will head a division including Newark, Jersey City, North Bergen, Loew's State Criterion, Sheridan, Commodore and Avenue B in New York. Jack Harris, manager of the Victoria, Harlem, will supervise the Victoria, 116th Street, Burland, Bedford, Brevoort and Boston Road theatres. Bernie Feinberg, Paradise assistant, has been appointed manager of the Boston Road and Louis Kramer, assistant at the Pitkin, will manage the Avenue B, succeeding Stanley Marks, resigned.

Managerial transfers include Edward Burke from the American to the State, Newark; Wilfred Simon, Palace, Brooklyn, will be a relief manager; Ken Grattan goes from the 46th Street to the Palace; Murray Sharf moves from the Alpine to the 46th Street; William Nitchke goes from the Triboro, Astoria, to the Plaza, Corona, replacing Allan Isaacs, resigned. Sam Pearlman moves from the Kameo, Brooklyn, to the Triboro, Astoria; John Cusack from the 86th Street to the Kameo; Ed Crawford from the Olympia to the 86th Street; Joseph Citron from the Apollo to the Olympia; Francis Doherty from the Canal to the Apollo; George Daniels from the Grand to the Burland, replacing George Ruggles, resigned; Larry Samuels, out of service, goes to the Victoria; Harry Weiss, from a relief managerial assignment, goes to the Warwick and Harvey Everett from the Warwick to relief assignments.

Pennsylvania Allied Protests On Percentage Film Checkers

Meeting in Philadelphia this week for the eighth annual convention of Allied of Eastern Pennsylvania, 55 exhibitors representing 200 theatres issued a strong protest against the alleged elimination of contract clauses which provide that no local checkers be used on percentage pictures. The exhibitors asked that these clauses be re-instated and authorized a resolution to all home offices condemning their withdrawal. The convention opposed the auditing of books after a three- to four-month time limit and asked that all information be kept confidential except where legal action is filed.

The Theatre Activities Committee was the object of a resolution attacking the use of screens for propaganda, and newsreels were notified to that effect. All theatre collections under Allied sponsorship were banned, leaving the matter to the individual house. It was urged that foreign pictures be licensed on separate contracts and that distributors cease withholding approval of contracts for a long period of time. Theatre expansion by circuits during the pendency of the Government anti-trust suit was also attacked. New members were elected to the board and some old members were re-elected.

Virginia MPTO Meets in Richmond

The first meeting in four years of the MPTO of Virginia got under way in Richmond, Thursday at the John Marshall Hotel. Principal speakers were R. B. Wilby, Atlanta; Leon Bamberger, RKO; Ted Gamble and William Crockett. Representatives from all Washington exchanges are in attendance and Virginia's Governor, William Tuck, as well as members of the legislature, were guests at a dinner party the first evening of the convention.

'Forever' Set for Winter Garden

International's "Tomorrow Is Forever" starring Claudette Colbert, Orson Welles and George Brent will open at the Winter Garden, New York, February 20.

Korda Acquires British Lion Film Corp.

Described as one of the biggest industry deals in England's film history, purchase of British Lion Film Corp., Ltd. by Sir Alexander Korda through London Film Productions was announced this week. Coincident with news of the purchase it was revealed that Paul Nathanson, Canadian film man, and H. Burford-Judge, board chairman, will retire. Prior to World War II, during which activities were concentrated on distribution, British Lion was one of England's leading independent producers. The company recently announced plans to re-enter production, with two films scheduled to go before the cameras.

Publicity Boys Hunt for New Adjectives as Attendance Records Topple Previous Highs

While many trade observers warn that there is reason to expect a leveling-off of theatre attendance at the big first run theatres, the actual performance at theatres where the big pictures are playing far from matches any such gloomy promise. In fact, the continued breaking of records has the publicity boys of the theatres and the distributor home-offices performing all kinds of stunts to give a new twist to the now repetitious story of "new marks." For example, this week Paula Gould, new publicity chief at New York's Capital, rushed out a yarn on Tuesday informing that "The Harvey Girls" had, on the day before, set a new all-time high for Monday attendance at the theatre.

So many high marks have been set by pictures at the show-case houses, that it is small wonder there must be a new twist put on stories about approaches to the record marks, if not a new high set. Actually, however, there is no need for press agentry to smoke up a "prosperity story" about the picture grosses at the big houses. Not when the actual performance of "The Bells of St. Mary's," for example, starts its ninth week at the Radio City Music Hall. The RKO picture is the sixth to attain the eminence of a nine-week run at the big showhouse, hitting a pace which has equaled or bettered a $125,000 gross in every week of its engagement.

Records Set in Other Cities

But records were also being chalked up in other cities. Besides its New York strength, "Harvey Girls" was demonstrating exceptionally strong drawing power at the Capitol, Cincinnati; the United Artists, Chicago; the Capitol, Washington, and the Egyptian and Ritz, Los Angeles. "Leave Her to Heaven," playing the Roxy, New York, entered its sixth week Wednesday, still going strong. It set an all-time record in Los Angeles for the State, Chinese and Fox Uptown where it opened simultaneously. The same type record in money and attendance was set at the Warfield, San Francisco, and in Seattle and Spokane, where it played the Fifth Avenue and the State, respectively. The Fox, Philadelphia, played to 15,000 admissions in one day alone, and other all-time records were established at the Harris, Pittsburgh; Denver, Esquire and Webber, Denver; State Lake, Chicago, and Fox, Detroit.

Paramount's "The Lost Weekend" is also cracking records in key spots over the nation. In New York, the film is in its ninth week at the Rivoli and reports from Hartford, Middletown, Ohio, New Haven, Salt Lake City, Scranton, Toledo, and Wilkes-Barre indicate broken records. Even films which are not generally considered to have top drawing power are breaking records in first runs. "Colonel Effingham's Raid," for instance, in its world premiere at the Paramount, Atlanta, came close to setting a house record and the British-made "The Seventh Veil," at the Winter Garden, New York, is staying for a sixth week because of excellent business, instead of its scheduled four. The general axiom seems to be that a top-notch picture will still draw as well as it did in the lush war years and no noticeable slump in attendance for good product, properly exploited, can be discerned.

Dimes Drive Extended

Leading New York film circuits will continue their March of Dimes collections for four extra days through February 3, it was announced by Nicholas M. Schenck, national chairman, this week. In all out-of-town operations where films are being held for a second week, Loew's Theatres will also collect during the additional four days. The Western Union strike has resulted in only fragmentary reports being received, but these are encouraging, according to 'Dimes' officials. Nearly all New York theatres are running 10 to 20 per cent ahead of last year.

Universal's $3,910,928 Profit Largest in Company's History

Universal in 1945 had the largest net profit in its history and today is in the strongest financial position of its existence, the annual report of the company to stockholders disclosed this week. Profits for the fiscal year ended November 3, 1945 totaled $3,910,928, compared with $3,412,701 in 1944. Net profit equalled $4.86 a share on 804,219 shares of stock outstanding, against a profit of $5.15 a share on 662,592 shares the preceding year.

Rentals and sale of pictures totaled $51,149,428 against $51,561,504 in 1944. Foreign revenues reached an all-time high of $22,341,928, an increase of $3,166,945 over 1944. Working capital is at a new high of $23,030,555 over $18,798,687 the preceding year. Current and working assets are $28,212,871 and current liabilities are $5,182,316.

Equipment Show June 19-21

The Motion Picture Equipment Trade Show at the Chelsea Hotel, Atlantic City, June 19-21, will feature exhibits of between 75 and 80 theatre equipment manufacturers and dealers, it has been reported by the board of directors of New Jersey Allied, sponsors of the show. Over 20,000 square feet of space will be made available for the exhibits.

20th's Grassgreen in N. Y. Post

M. N. Grassgreen, formerly 20th-Fox Boston branch manager and a veteran of 28 years service with the company, is in New York to take over an executive post in the home office sales department, it has been announced by Tom Connors, vice-president in charge of distribution. Grassgreen will be succeeded in Boston by James M. Connolly.

'Bells' High in Academy Nominations

The Motion Picture Academy award nominations announced from Hollywood last week listed "The Bells of St. Mary's," RKO Radio release, in most of the top major classifications voted on by 9000 members of the industry. Nominated for the best picture of the year were "Anchors Aweigh," "The Bells of St. Mary's," "The Lost Weekend," "Mildred Pierce" and "Spellbound." For the best performance by an actor the nominations were for Bing Crosby in "The Bells of St. Mary's," Gene Kelly in "Anchors Aweigh," Ray Milland in "The Lost Weekend," Gregory Peck in "The Keys of the Kingdom" and Cornel Wilde in "A Song to Remember."

Named for the best performance by an actress were Ingrid Bergman in "The Bells of St. Mary's," Joan Crawford in "Mildred Pierce," Greer Garson in "The Valley of Decision," Jennifer Jones in "Love Letters" and Gene Tierney in "Leave Her to Heaven." Ballots for the final voting on the nominations will be mailed on February 7. Winners will be announced March 7.

Skouras Names State Exhibitor Chairmen For American Brotherhood Week Feb. 16-24

State exhibitor chairmen who will serve on the industry committee for the American Brotherhood Week, February 16 to 24, were announced this week by Spyros P. Skouras, national chairman. They are:

R. M. Kennedy, Alabama; M. A. Lightman, Arkansas; Harry Nace, Arizona; Charles P. Skouras, area chairman for California; Sherrill Corwin and Robert H. Poole, co-chairmen for southern California; Rotus Harvey and Charles Thall, co-chairmen for northern California; R. H. Ricketson, Jr., Colorado; I. J. Hoffman, Connecticut; A. Joseph DeFiore, Delaware; Carter Barron and John J. Payette, co-chairmen for the District of Columbia; Sidney Meyer, Florida; J. H. Thompson, Georgia; M. M. Rubens, southern Illinois; Jack Kirsch and James E. Coston, northern Illinois; K. T. Collins, Indiana; Leo Wolcott, Iowa and Nebraska; Elmer C. Rhoden, Kansas; Fred J. Dolle, Kentucky; E. V. Richards, Jr., Louisiana; F. A. Hornig, Maryland.

Also, David Idzal, Michigan; William C. Sears, Minnesota; Arthur Lehmann, Mississippi; Harry C. Arthur, Jr., Missouri; Homer LeBallister, Nevada; Melvin Morrison, New Hampshire; Walter Reade, New Jersey; Milas L. Hurley, New Mexico; Samuel Rinzler, N. Y. area chairman; J. Meyer Schine, N. Y. State chairman; Vincent McFaul, upper New York State; Max Yellen, western New York State; M. C. Cooper, North Dakota; Martin G. Smith, Ohio; L. C. Griffith, Oklahoma; Albert J. Finke, Oregon; M. A. Silver, eastern Pennsylvania; Sidney Samuelson and Ted Schlanger, western Pennsylvania; E. M. Fay, Rhode Island; Ben L. Strozier, southern California; Tony Sudekum, Tennessee; R. J. O'Donnell, Texas; John Rugar, Utah; Frank Bennett, Vermont; W. F. Crockett, Virginia; Frank Newman, Sr., Washington; Milton Levine, West Virginia; H. J. Fitzgerald, Wisconsin; E. J. Schulte, Wyoming; R. J. Peratrovich, Alaska; E. I. Parker, Hawaii; W. L. Simpson, Panama and Rafael Ramos Cobian, Puerto Rico. Others are still to be heard from.

Joseph R. Vogel, Loew vice-president; Harry Brandt, ITOA president and Harold Mirisch, RKO Theatres, are National Exhibitor co-chairmen.

'Brotherhood' Trailer

David O. Selznick has completed a three-minute film entitled "The American Creed," which will be available gratis to theatres throughout the nation as part of a national program of religious tolerance. Starring in the film are James Stewart, Van Johnson, Shirley Temple, Eddie Cantor, Katharine Hepburn, Jennifer Jones, Walter Pidgeon and Ingrid Bergman. Film companies and manufacturers have donated more than three million feet of film for the manufacture of 10,000 prints, and laboratories have donated their services in processing 50 negatives.

Robert Chambers, Michael Linden Join New York Staff of MPAA

Lt. Commander Robert W. Chambers and Michael Linden this week joined the staff of the New York office of the Motion Picture Association. Chambers will engage in statistical research and fact-finding on the industry and Linden will be the Association's librarian and reference consultant.



Robert Chambers

Chambers, after securing a master's degree from Harvard, did the advertising for a circuit of five theatres in and around Indianapolis before securing his doctorate through a thesis on theatre management, which led to his appointment to the faculty of the Harvard School of Business. More recently he was assistant professor of Marketing at Northwestern University. Linden, who holds a B.S. from Columbia's School of Library Service, was reference librarian in the Brooklyn Public Library's social service division before entering the Army.

Maurice Ostrer Arriving Here

Maurice Ostrer, production chief of Gainsborough Pictures, Ltd., one of the three major J. Arthur Rank Group production companies, is scheduled to arrive in New York on February 2. Ostrer, who will remain in New York for three days before leaving for a month's Hollywood visit to study the American film market, is the second of Rank's major executive chiefs to visit the U. S. recently.

UA Releasing 'Sun' Next Summer

A summer release by United Artists is planned for David O. Selznick's $5 million Technicolor film, "Duel in the Sun." Selznick has personally assumed the task of trimming the footage to the desired length.

Richey Back from Rites for Mother

Henderson M. Richey, MGM exhibitor relations head, has returned to New York from Auburn, Ind., where he attended the funeral of his mother, Mrs. Luella A. Moore Richey, 89, who died suddenly last Monday.

WAC Leaders Receive Plaques at Luncheon

Thirteen industry leaders received plaques attesting to their voluntary service as executives of the industry's War Activities Committee at a final luncheon and meeting of the WAC headquarters staff held Wednesday at the Astor Hotel.

Among those honored were George J. Schaefer, chairman; Francis S. Harmon, executive vice-chairman; Herman Gluckman, treasurer; S. H. Fabian, chairman theatres division; Jack Alicoate, chairman trade press division; Walton C. Ament, chairman newsreel division; Maurice Bergman, chairman public relations division; Arthur M. Loew, chairman foreign managers division; William D. Kelley, chairman print division; Gradwell L. Sears, chairman distributors division; Raymond Wemple and Henry Ferber, accountants. Bergman, Loew, Gluckman and Fabian, who are on vacations or business trips, received their plaques "in absentia."

Plaques were also awarded to Hollywood volunteer WAC executives, including John C. Flinn and Tom Baily, coordinators; John Cromwell, chairman Hollywood division, and Mary McCall, past chairman. Previous plaque recipients are Ned E. Depinet, William F. Rodgers and William A. Scully, distributor division heads; Oscar A. Doob, public relations; Joseph A. McConville, foreign managers, and Martin Quigley, trade press division.

NYU Theatres Management Course Stirs Interest Across Nation

Inquiries from all over the United States and Canada have given added enthusiasm to the New York University course in motion picture theatre management which is currently enrolling students for its second semester starting February 7. The only college in the country to give such training, NYU has been swamped with requests for information on the course, with queries coming from servicemen in the Pacific and European Theatres of Operation and from as far away as a theatre manager in Johannesburg, South Africa.

Students at the first semester represented personnel employed by Warners, Loew's, Trans-Lux, Brandt, Skouras, Raybond, Max Cohen and other circuit and independent theatre owners One student, currently building a theatre in Baltimore, commuted weekly to attend classes. The course is under the direction of Professor Warren Bower, assistant director of the Division of General Education.

Monogram's International Board Elects Edward Morey Director

Edward Morey was elected a director of Monogram International Corp. at a board of directors' meeting of the company last week, it has been announced by Norton V. Ritchey, president.

Directors, besides Morey, are Steve Broidy, chairman of the board; W. Ray Johnston, George D. Burrows, David D. Horne, William Jaffe, J. P. Friedhoff and Norton Ritchey.

Postwar Deflation

Excitement reigned recently on the parking lot of the Vogue Theatre, Indianapolis, when 15 car-owners who attended a performance found their tires flat. The wails of the motorists brought Carl Niesse, operator of the house, who found equipment to transfer air from spares to flats. Some of the motorists, however, had to replace the flats at nearby filling stations. The tire deflations were termed juvenile delinqueny in a mild form.

Love



WAS NEVER MORE WONDERFUL!

"Because of ~~Him~~" Her

DEANNA DURBIN

up to her lips in love again . . .

up to her lovely tricks to find it!

Hollywood Reporter says:

"One of the richest successes Deanna Durbin has enjoyed . . ."

Rodgers Warns That Lack of Showmanship May Deprive Theatremen of MGM Product

Showmanship capitalized in every letter is a must order for every exhibitor in the nation if he expects to retain the lush war year grosses on motion pictures, William F. Rodgers, MGM vice-president and general sales manager warned this week at the final of four meetings with the company's sales representatives in New York. Pointing to the future, Rodgers indicated that promotion by every theatre owner and manager, little or big, was going to be obligatory for survival in the competitive years to come.

Keynoting this warning with a grim promise, Rodgers told the MGM salesmen and exploiteers that the company was on the march and was not to be stopped by lackadaisical selling on the part of any customer.

"Any pre-conceived idea that a customer of ours has a franchise for life on our product is untrue," the executive told the 52 salesmen and exploiteers from the south and west. "If a customer, with all things being equal, is not alive to his responsibility—the proper merchandising of our product—we are not satisfied to let it go at that. He must make the most of the opportunities we give him and if he fails we may take our product away from him. We have no idea of changing our accounts wholesale. That isn't what we're thinking. But we cannot stand still in the face of progress. With the best product we must forge ahead. Our product must eventually find its way into the best theatres. We are entitled to have our product shown in the best theatres and we will get it."

Severest Competitive Test

"Ahead of us," Rodgers declared, "the postwar period may present the severest competitive test we have ever been called upon to meet. Your customer must know this and can help you cope with it and not only maintain, but we hope, increase theatre attendance. It, therefore, becomes an automatic responsibility to aid your customer in the preparation of his local merchandising approach. He must be helped and he, as well as we, expects you to point the way for him to fully capitalize on the potential market we have created. Showmanship only again will be the barometer between success and failure. To achieve our objectives requires our full support. Our continued goal will be satisfied customers in greater quantities than ever before—confidence and respect of these customers for our product, our policies and our representatives."

Rodgers pointed out the dangers in trying to allow product to sell itself or to depend on the moviegoer's habits to drag him into a theatre every week. "We must never again permit theatre audiences to be diverted to other forms of entertainment," he said. "Actually, this business isn't going to suffer any kind of recession. However, our future lies ahead in making better showmen of our customers and of our salesmen. No one is kidding me that our product isn't pre-sold. We have been told that our product is a Godsend. I have been informed of this by many important accounts who have stated it is fortunate MGM, with its fair sales policy, is handling its own output and not others. We are trying to build our organization all the time, and in time it will be known as the greatest enterprise in the world. We have a great respect for principles in this business of ours. Our future is ahead of us in how we conduct ourselves. We are spending millions pre-selling our merchandise and we want our merchants to know what we are doing. We want these people, our customers, to help us succeed, as in the past."

10,000 Contracts in 11 Days

The salesmen and exploiteers were praised for a great job in signing up more than 10,000 contracts by telephone in 11 days on the company's 11th group and securing representation in every open theatre screen during the company's 20-year Anniversary Drive. Speakers included Rudy Berger and George A. Hickey, southern and west coast sales managers, respectively. The salesmen and exploiteers were urged to increase their efforts and, as an incentive, it was pointed out that during the past 12 years one promotion every 11 weeks took place from the ranks of the company.

H. M. Richey, exhibitor relations head, told the delegates that no industry in the world has done more for the war in manpower than the motion picture industry. He pointed out that since the public was aware of these facts, the time to capitalize upon this aid was now.

Praise Offered for War Aid

"You have participated in various drives and as a result of their participation, exhibitors have made their theatres a community of interest which they have never enjoyed before. Now, with the end of the war, exhibitors should carry on with this community of interest and you can relay this message to them effectively," Richey said. "The industry as a whole is going to have considerable competition from other forms of pleasures and amusements against which we will have to compete for the public's time and dollar. The exhibitor will be faced with this problem and he cannot sit back. It is the duty of every salesman and exploiteer to cooperate with the theatre owner to keep on doing a showmanlike job."

At the conclusion of the meetings, which saw 165 men brought into New York, salesmen and exploiteers returned to their respective territories and Rodgers will leave this week-end for a month's trip to the coast to look over new product.

'Audience Penetration'

MGM has the greatest "audience penetration" of any film company, Silas F. Seadler, advertising manager, told a gathering of 52 salesmen and exploiteers at a sales conference this week in New York. "MGM spends a fortune to build up audience penetration, and the recent Gallup poll conducted to show how far advertising reaches and how each community knows about pictures proves this," he said. "The message we advertise reaches millions of people daily in small towns. Don't forget to let your customers—the exhibitors— know what we are doing and don't let them forget it."

Toddy Schedules Three Negro Features for February Release

Three features of the scheduled 10 to be produced this year by Toddy Pictures Co., producers and distributors of Negro features, have been completed and will be ready for February release, the company has announced. The completed features are "House-Rent Party," "Mantan Messes Up" and "Fight That Ghost." Others to come include "Shut My Big Mouth," "The Wrong Mr. Wright," "The Corpse Accuses," "Ill Wind," "A Night With the Devil," "Crime Street" and "Prairie Comes to Harlem."

'No Closed Towns'

Loew's does not have and does not believe in closed towns, Joseph R. Vogel, vice-president in charge of theatre operations for the circuit, told a meeting of salesmen and exploiteers in New York this week. "We have never told any exhibitor when we planned going into a town that we wanted a piece of his theatre," said Vogel. "Likewise, there is no town where we have all the product. In other words, the Loew policy has not been to believe in closed towns or tying up all the pictures in any town."

Shea Managers Hold Meeting in Cleveland

The annual meeting of the Shea Circuit managers was held Monday and Tuesday at the Carter Hotel, Cleveland, with all New England managers in attendance. Managers, distributors, supply dealers and others with whom the circuit does business, were the guests of E. C. Grainger, president, at the Hotel for dinner on the initial evening.

Attending from New York besides Grainger were W. E. Barry, George Goett, A. J. Kearney, Frank King, Carroll J. Lawler, Gerald Shea and M. A. Shea.

Theatre managers of the Shea Circuit in attendance included F. L. Bowers, Cambridge, Ohio; Vincent Choate, Bradford, Pennsylvania; Durward Duty, Dover, Ohio; E. J. Fahey, Manchester, N. H.; D. Gilhula, Jamestown, New York; William Gillam, New Philadelphia, Ohio; E. J. Hiehle, Zanesville, Ohio; J. W. Hynes, Youngstown, Ohio; F. Lahrmer, McKees Rocks, Pa.; Dale McCoy, Geneva, Ohio; J. V. Minton, Erie, Pa.; E. Prince, Conneaut, Ohio; R. W. Rhodes, Akron, Ohio; R. Russell, Ashtabula, Ohio; J. W. Scanlon, Marietta, Ohio; Fenton Scribner, Nashua, N. H.; R. E. Smith, Westfield, Mass.; Harold Snyder, Lancaster, Ohio; Dale Tysinger, Newark, Ohio; John Walsh, Pittsburgh, Pa. and John Woodward, Zanesville, Ohio.

MGM to Construct FM Radio Station Covering Los Angeles

MGM will begin immediate construction of a new FM radio station covering the Los Angeles area, with broadcasts scheduled to start about May 1. The station, which will bear the call letters of KMGM, will be equipped with a 262-foot antenna surrounding a natural 1500-foot elevation, which will afford a coverage over a radius of 5 miles in all directions. The company has also applied for a television license to be operated from this location.

Herbert L. Pettey, director of WHN, Loew's New York station, recently visited the coast to finalize plans. Loew's plans additional FM stations in Chicago and Washington.

'So Much for So Little'

The public gets more for its dollar from the motion picture than from any kind of merchandise, E. M. Saunders, MGM assistant general manager, told the company's final delegation of salesmen and exploiteers this week at meeting in New York. "There is no place the public can get so much for so small admission," he said. "Many pictures cost from two to four million dollars and the public has been able to see all of them for a mere pittance, comparatively speaking, with what other industries charge for similar investments."

Laughter WAS NEVER MORE LOVABLE!



"Because of Him"

CHARLES LAUGHTON

the merriest performance of
his long and laudable career!

Daily Variety says:

"(his) impersonation of a ham slicing more ham is immense . . ."

UNIVERSAL PICTURES

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

Ways, Means of Cultivating Good Will

By Jack Jackson

Continuing the discussion of Public Relations, the author of this outstanding series written exclusively for Showmen's Trade Review, in this article emphasizes the obstacles that are looming for the average theatreman. Here is expert advice on the right approach to a public relations job that will protect the theatre against threats from increased competition, the clamor for more and bigger taxes on admissions, censorship, etc.

The lush years which now are fading over the horizon have transformed many a militantly aggressive showman into a complacent theatre operator with dulled "show sense" faculties that will be so sorely needed to evade the traps and snares now being laid along Success Highway. The resharpening process is going to require a tremendous outlay of mental and physical energy of the kind that will fairly barbecue the obesity— off the waistline of some and from between the ears of others—that results from placidly peeking at bulging bank balances without thought or care of the turbulent tomorrows.

It is a well known fact—particularly to public office holders—that theatres have been making money through the war years. And, any business that is or has been making money will, in the very near future, find itself the Number One target for assault by tax barrages more ingeniously varied and of more concentrated intensity than those that preceded the most difficult beachhead landings in the recent World conflict.

Your best possible defense against this invasion is to build up your public relations. Do it quickly and do it thoroughly. The prize for an outstanding job in this vital department of theatre operation is a dandy umbrella that will provide protection from the many, many things that threaten in 1946. Among the storm clouds gathering—and already dripping in some localities are: increased state taxes, new or bigger municipal taxes, state and municipal censorship, television, itinerant exhibitions, commercial movies and the seven-league-booted 16-mm. film.

Simply defined; Public Relations means doing the right thing by the people of your community and then telling the world about it. But remember, it is no whitewash brush and you can't expect it to cover the mistakes of poor management or slovenly treatment of patrons.

Employes as Public Relations Emissaries

Good public relations begins with the people who work for the theatre; with their immediate families; their friends; then reaches out to the concerns and employes of concerns with which you do business. There are your direct approaches to community good will and opinion. If you can make your employes realize their opportunities, as public relations emissaries, to create better and more permanent jobs for themselves by extending their own prestige and that of the theatre, your grasp on the public affections of your community will be unbreakable. And, if you amplify the program to cover your business contacts; the various religious factions; the schools, clubs and other community, social and business segment, you will be showered with patronage and favors from those who want to perform some service in your behalf as evidence of their regard and affection.

Effective public relations effort works like stones tossed into a limpid pool, the ripples follow, one on another, until the entire surface of the water is activated and working offensively against whatever barriers restrain its expansion. With the strident "we need help" cry of the war plants silenced, and the whispering lisp of newborn post-war industry being strangled by strikes and labor unrest, who can foretell the extremes to which the unemployed may go to secure sustenance or the still greater extremes to which the legislators will reach in an effort to still the clamor for 60 million jobs.

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Junior Patrons Find 'Fun Show' Engaging

Everybody wins, nobody loses—with pleasure, creating pastime and engaging entertainment for all. That in a sentence sums up the principal of the Fox Riverside Theatre's "Hi-Ho Fun Show" inaugurated by Manager Harry Creasey in giving junior moviegoers of Riverside, Calif., the type of program they can appreciate and from which they can benefit.

The 'Fun Show' is just what the words imply. A half-hour radio program initiates the attraction from the theatre's stage, with minors from the audience participating in novel and laugh-getting games and stunts. Contest winners have the choice of prizes on display in the lobby, and guest tickets go as consolation profferings to the losers. The games and stunts, however, carry on for another half-hour after the broadcast, thus giving the bulk of the audience a chance to partake in the activities, and at the same time supply more entertainment. The program then slides into the screen show, which consists of a scheduled feature, a serial and two cartoons.

Weekly, each junior patron is asked to fill out a card with name, address, etc., which is deposted in a special box in the lobby. Information thereon supplies a mailing list for the sponsor, with many youngsters receiving special gifts at the end of each 13 weeks. Other prizes are offered to children submitting the best suggestions each week for the coming week's stage games for broadcast.

The furniture concern which sponsors the Riverside's stage broadcast and weekly and quarterly awards as publicity for its toy department, is so pleased with Creasey's results that they have renewed the radio contract for another 17 weeks.

"The plan is proving very profitable for theatre, and healthful for youngsters in form of wholesome and delightful entertainment," Creasey claims.

Keep Courtyards Clear

A "stitch in time" that may save plenty of grief is a check on courtyards into which emergency exits discharge to see that they are kept free of obstructive materials, such as scenery, ladders, trucks, etc.

Violation of the Law

Storing materials on fire escapes is a violation of the law and exceedingly dangerous. Careless employes sometimes do this, but a regular check will eliminate the hazard.

Aisle Lights Work Loose

A regular inspection of aisle lighting will sometimes reveal loose wire connections or sharp points or edges. They sometimes work loose.

Neat Display Frames

Display frames are changed so often that the backgrounds and framings may require touching up with paint on frequent intervals. Charge the man who changes the frames with the responsibility for maintaining their neat, clean appearance, including keeping the plate glass covering thoroughly clean at all times.



Life... WAS NEVER MORE EXCITING!

"Because of Him"

FRANCHOT TONE

that *"His Butler's Sister"* man ...

in his most joyous love affair!

Motion Picture Daily says:

"Franchot Tone is more than capable in his role."

UNIVERSAL PICTURES

Plan Events to Offset Lenten Slump

The season that often holds terror for the average showman is about to rear its annually dreaded head. Lent is due this year on March 6 and continues through April 28, but the theatre man who makes his plans to present plenty of extra activity during the Lenten season need not present the annual alibi that "business is terrible because of Lent."

For the average theatre, just exploiting film attractions alone is not sufficient to overcome the expected slump. The pre-Lenten season is the time for special "gags"—special stunts and activities that can be made attractive to prospective moviegoers.

One stunt that has been used successfully is a local Band Contest, details for which must be predicated upon local conditions. It might be necessary to present one band each night for a week, or one each Monday night during Lent. One thing is necessary, however, and that is to offer a prize large enough so that the bands entering the contest will be interested sufficiently to prepare a really entertaining show for the theatre patrons. Local merchants may be induced to tie in with the event through co-operative advertising, by offering special prizes of their own. Another angle of the band contest is to present teams of jitterbugs during the band's numbers. These and many, many other angles may be included in such a contest. Bands must be induced to sign an agreement to abide by the rules the theatre manager sets for the contest, to insure the theatre against repercussions from disgruntled leaders (each thinks he has the best band in town.)

Pretty Baby contests, Klever Kiddies Kontests, a fashion show, amateur nights, give-aways, radio contests, special deals for clubs, an amateur poster contest in connection with any attraction; amateur reviewer contest, ad writing contest, lobby crystal gazer, palm readers, refreshments served in the foyer at stated intervals; a dance contest on the stage; roller skating contest on stage (can be tied in with local skating rink); popularity contest in local high schools connected with athletic stars etc., are but a few of the many "gags" well known to experienced showmen. The main thing is that some kind of special activity should take place every day during the Lenten season.

St. Patrick's Day and other local celebrations will take place during Lent, each one suggesting tieups with the theatre.

A good floral display for the lobby may be maintained during the entire Lenten season if the theatre will go for a trailer telling the population the name of the shop supplying the display.

The season might well be turned from a "bust" into a "bonanza" the possibility of poor business lessened, if the theatre manager will use his experience and his grey matter in planning to offset the impending slump.

The Brass Tacks of Efficient Management: Ways and Means of Cultivating Good Will

(*Continued from Page* 14)

unlimited pensions, publicly maintained shrines for Halsey's horse, Nimitz's launch, MacArthur's pipe, Patton's jeep, etc., etc.

If the political facet of your public relations activities has been polished to peak brilliance it can be used effectively to deflect discriminative taxes and keep you from being the "goat" that carries more than a fair share of general taxation.

The threat of municipal taxes is quite another problem and will require an entirely different approach. The success of one community in making a tax of this kind stand up in higher courts is all the encouragement needed to bring a veritable flood of similar assessments. These will have to be voted locally and YOUR GANG (the men and women voters who patronize your theatres) can be persuaded, through the medium of your screen and through personal contact by yourself and your employes, to vote against any proposal that militates against your and THEIR theatre. IF YOU JUST MAKE YOUR CUSTOMERS FEEL FOR, AND SYMPATHIZE WITH, YOU ABOUT UNFAIR TAXES NO POLITICAL MACHINE ON EARTH CAN MAKE A "SUCKER" OUT OF YOU OR YOUR BUSINESS.

Good public relations is a versatile business implement that can be aimed like a rifle to kill off some temporary but specific threat such as store or medicine shows, corner lot carnivals, etc. or as a machine gun to create mass defense against the intrusion of itinerant 16-mm. operators, merchant-sponsored exhibitions, tent shows and other opposition. With equal facility it can become a powerful magnet that will attract an impressive army of loyal followers to resist the invasion of unneeded and unwanted adjuncts to the local amusement field. To create legal barriers to anything other than the nationally recognized dispensers of television, the coming commercial entertainment film, etc. To stop short the fly-by-night promoter who would mulct the local gentry of their hard-earned coin to finance some impossible effort in the dream-like fields of heralded scientific development in fireside entertainment. The coming of frequency modulation for radio, television, radar, etc. are as certain as the rising of tomorrow's sun but (if your public relations are kept in high gear and working efficiently) the sponsorship of such endeavor will be in the hands of reputable, financially responsible interests and local finance or participation will not be necessary. On the other hand there is no reason why you and your theatre—again, if your p.r. rating is tops—should not be the instrument through which the local market is served.

It may be that I am too visionary and overconfident, but in my crystal ball the coming situation looms something like this:

If visual education is to supplant the reliable three R's in our educational institutions I see no reason why the well-thought-of (yes, well-loved) theatreman of the community should not figure in the service scheme. After all, he has shown (or have you?) unselfish interest in the community. The very existence of his theatre is proof that his present and future are an integral part of community progress. He knows the oldsters and the youngsters and is better able to sit with the local educators and arrange for the servicing of such visual educational films as will best serve his customers. And, in addition, his facilities are the sole local outlet where exhibition for the masses can be perfectly presented and where the entire school can, if necessary, be accommodated.

If commercial entertainment film exhibition is necessary to acquaint local distributors with the manufacturing processes, marketability, quality, etc. of nationally known merchandise, I see no reason why theatre facilities should not be used in "off" hours for the exhibition and an appropriate charge made to cover expense, etc.

If 16-mm. film offers possibilities of supplementing the entertainment provided on the regular theatre program I can't see why the theatre should not have at hand the necessary supplemental facilities to project the worthwhile narrow-gauge films. Such activity would be viewed as an added entertainment factor and included as part of the theatre program.

Has Little to Fear

Summed up it seems to me that the theatre man of facile mind and a willingness to actually strive for top position as a community favorite has little to fear from the future. But, it's going to require THINKING, PLANNING and WORKING and you're going to need every member of your staff and all the concerns you can contact.

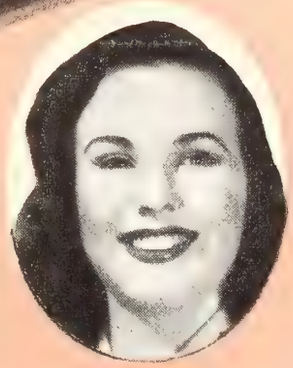
Start doing the kind of things that will make you and your business the enlivening dinner table talk that drowns out the noise of the hired man's soup supping—and try to be with them at breakfast, too—. Give prizes to the basket ball team, the bowlers, etc. Get the bridge and sewing clubs to meet at your theatre. Run a trailer advising your patrons to "Go to church Sunday." Give matinees for the blind, the Old Folks Home, the Boy Scouts, The Rainbow Girls. Encourage the dramatic class at the high school and put their plays on at your theatre in connection with some weak-sister picture—and don't forget to contribute something from the receipts to the costume or play fund.

Just keep throwing good will stones into the public relations pool and watch the ripples reach out to drown anything in the way of destructive or discriminative nature that threatens you or your busines-

Business was never so BEAUTIFUL!

AND IT'S ALL

"Because of Him"



Starring

Deanna

DURBIN



Charles

LAUGHTON



Franchot

TONE

"A carnival of delight,"
says WALTER WINCHELL

Variety says:

"Here's the picture Deanna Durbin fans have been waiting for . . . Film is a merry melange of music, comedy and drama with a good story and a top cast. Names of Miss Durbin, Franchot Tone and Charles Laughton will have the customers lined up and once inside the theatre, they'll have no kicks coming. Boxoffice looks lush."

with

STANLEY RIDGES · DONALD MEEK · HELEN BRODERICK

Screenplay by Edmund Beloin · Original Story by Edmund Beloin and Sig Hersig

Directed by RICHARD WALLACE · Produced by FELIX JACKSON

Associate Producer: Howard Christie

A UNIVERSAL PICTURE

UNIVERSAL PICTURES

BOX OFFICE SLANT

Terror by Night

Universal **Mystery** **60 mins.**

AUDIENCE SLANT: (Adult) Another Sherlock Holmes mystery for the armchair detectives and followers of this type of fare.

BOX-OFFICE SLANT: Not one of the better in the series.

Cast: Basil Rathbone, Nigel Bruce, Alan Mowbray, Dennis Hoey, Renee Godfrey, Mary Forbes, Billy Bevan, Frederic Worlock, Leyland Hodgson, Geoffrey Steele, Boyd Davis, Janet Murdoch, Skelton Knaggs. **Credits:** Produced and directed by Roy William Neill. Screenplay by Frank Gruber. Original story by Sir Arthur Conan Doyle. Photography, Maury Gertsman.

Plot: Sherlock Holmes, commissioned to see that a fabulous diamond arrives safely in Scotland, boards the train which carries the diamond. When its owner is killed and the stone disappears, the detective, with the help of Dr. Watson, goes to work in his inimitable fashion and apprehends the crooks.

Comment: The Sherlock Holmes series does not gain any stature with this latest offering, for it hasn't the action and suspense one expects to find in these murder-mysteries. Background is confined to the inside of a railroad car and this naturally hinders the action. But aside from that, although there are several murders, the story is too thin to hold the interest or build up suspense, and the solution a little too obvious. Basil Rathbone and Nigel Bruce give their customary smooth and natural performances in the roles of Holmes and Dr. Watson, and Dennis Hoey does okay as Inspector Lestrade of Scotland Yard. Alan Mowbray, Frederic Worlock and Renee Godfrey turn in worthy portrayals in supporting parts. Production and direction were handled by Roy William Neill.

Diary of a Chambermaid

United Artists **Drama** **86 mins.**

AUDIENCE SLANT: (Adult) Quite different from anything the average audience has seen to date: a sinister, moody story about the France of 1885. Provides entertainment for those who enjoy exceptional performances in a very strange drama.

BOX-OFFICE SLANT: The names of Paulette Goddard and Burgess Meredith will bring them in. After that, the question will be what word-of-mouth may do to its box-office worth.

Cast: Paulette Goddard, Burgess Meredith, Hurd Hatfield, Francis Lederer, Judith Anderson, Florence Bates, Irene Ryan, Almira Sessions, Reginald Owen. **Credits:** Directed by Jean Renoir.. Adapted from the novel by Octave Mirabeau and the play by Andre Heuse, Andre DeLorde and Thielly Nores. Screenplay by Burgess Meredith. Produced by Benedict Bogeaus and Burgess Meredith. Photography, Lucien Andriot. A Jean Renoir Production.

Plot: A French waif takes a position as chambermaid in the home of an old and affluent family where she becomes the victim of advances by the master of the house, the sadistic valet and the crazy neighbor; but she falls in love with the sick son of the household. There's murder, robbery and blackmail before the picture ends and the chambermaid and son pledge their love.

Comment: The draw that the names of Paulette Goddard and Burgess Meredith have on the marquee will insure the reception of this picture when it first appears for showing. After that it will be a question of what word-of-mouth may do to its box-office worth. For it is a strange picture, and one that for once, is really and truly different. There's a strangeness about its presentation, its mood and its sinister atmosphere that may not be readily acceptable to the average American audience, for unlike most American pictures with American stars, this one carries a strong foreign touch, probably due to Jean Renoir's direction, for it is his interpretation of the story that has given the picture its strangeness. Though the players handle roles that are unusual, each individual enactment is excellent. Paulette Goddard gives a sympathetic delineation of the housemaid; Burgess Meredith makes the weazened septuagenarian a character that is the cause for many laughs and entertaining moments; Hurd Hatfield gives truth to the moody, sick man and Francis Lederer is sinister enough to satisfy the most demanding of horror fans. In supporting roles are such outstanding thespians as Judith Anderson, Florence Bates and Reginald Owen, and Irene Ryan, in her first big part, impresses. Production credit for the authenticity of period and top values in every department goes to Burgess Meredith and Benedict Bogeaus, co-producers.

Legion of Decency Ratings

(For Week Ending February 2)

SUITABLE FOR GENERAL PATRONAGE

Ambush Trail
Bandit of Sherwood Forest
Burma Victory
Partners in Time
Red Dragon
Shadow Returns
Terror by Night
The Virginian

SUITABLE FOR ADULTS ONLY

Close Call for Boston Blackie

The Cherokee Flash

Republic **Western** **64 mins.**

AUDIENCE SLANT: (Family) Average Western that will please action audiences.

BOX-OFFICE SLANT: Popularity of Sunset Carson should aid its box-office draw.

Cast: Sunset Carson, Linda Stirling, Roy Barcroft, John Merton, Tom London. **Credits:** Directed by Thomas Carr. Original screenplay by Betty Burbridge. Photography, Reggie Lanning. Produced by Bennett Cohen.

Plot: The father of the hero refuses to play ball with his old gang; he has served his prison term for roaming the West as "The Cherokee Flash" and wants to go straight. When he refuses, the sheriff and a bogus lawyer, who are anxious to get the hero's ranch, try to frame the father. Their efforts are frustrated by the son and his girl, plus a faithful cowhand, and the real culprits are exposed.

Comment: The plot is fairly well worked out, and the essential ingredient of action is maintained, Sunset Carson presents a fine physical figure before the cameras, but his voice often goes too high for a rugged Western hero. Linda Stirling is excellent in her role of the cowgirl, and the supporting cast is up to par. Some of the gunplay is just a little too obvious, and the fights are not as rough as some Western fans expect; however, on the whole, Carson's latest offering won't do anything to impede his rating at the box-office.

The Blue Dahlia

Paramount **Mystery** **100 mins.**

AUDIENCE SLANT: (Adult) An excellent murder-mystery for everybody everywhere, especially where Alan Ladd and Veronica Lake are favorites.

BOX-OFFICE SLANT: Name-draw and word-of-mouth, plus the general excellence of the picture, make this a potential bet for extended playing time.

Cast: Alan Ladd, Veronica Lake, William Bendix, Howard Da Silva, Doris Dowling, Tom Powers, Hugh Beaumont, Howard Freeman, Don Costello, Will Wright, Frank Faylen, Walter Sande. **Credits:** Produced by John Houseman. Directed by George Marshall. Original screenplay by Raymond Chandler. Photography, Lionel Lindon.

Plot: Three Navy men return from overseas duty to find the wife of one of them keeping company with the owner of the "Blue Dahlia" night club. She is murdered and her husband, dodging police, becomes involved with various racketeers and suspects before the murder is solved.

Comment: A perfect vehicle for Alan Ladd, this will score heavily at the box-office. Made from an original screenplay by Raymond Chandler, who planned it as a Ladd starrer, the picture has been accorded the best in production values and provided a cast that delivers top performances throughout. These attributes, plus the masterful direction of George Marshall, have all been combined to give the audience everything they want in a Ladd murder-mystery. It is a potential bet for extended playing time. Alan Ladd seems to get better with every picture (if that's possible), particularly if, as in this case, he is given the smooth, suave type of role he handles so well. He is excellent, as is Veronica Lake and William Bendix, three names that are sure-fire attractions practially everywhere. Exceptionally good, too, are Howard DaSilva, Doris Dowling and Hugh Beaumont, who handle top featured roles. Credit for the picture as a whole goes to John Houseman who handled the production reins.

The Well-Groomed Bride

Paramount **Comedy-Drama** **75 mins.**

AUDIENCE SLANT: (Family) Several laughs and amusing situations highlight this old, but dressed-up story of two men out to get the same girl.

BOX-OFFICE SLANT: Ray Milland's "Lost Weekend" popularity, plus Sonny Tufts and Olivia deHavilland, should put this hilarious comedy in the top spot in any situation.

Cast: Olivia deHavilland, Ray Milland, Sonny Tufts, James Gleason, Constance Dowling, Percy Kilbride, Jean Heather, Jay Norris, Jack Reilly, George Turner. **Credits:** Produced by Fred Kohlmar. Directed by Sidney Lanfield. Screenplay by Claude Binyon and Robert Russell, Based on a story by Robert Russell. Photography, John F. Seitz.

Plot: The last remaining bottle of French champagne in San Francisco is the cause of a hectic duel of wits between a naval lieutenant, who wants it to christen a new aircraft carrier, and a pretty young girl who needs it for her wedding celebration. In the end, the lieutenant winds up with not only the champaign but also the girl.

Comment: Audiences of all types will get plenty of laughs from this hilarious comedy which starts on a merry note and continues that way throughout its entire running time. There is little or nothing new in the story, but the manner in which it is produced by Fred Kohlmar and directed by Sidney Lanfield, plus the engaging performances of the

principals, make it ideal, up-to-the-minute entertainment. Ray Milland, who took time out from comedy long enough to portray the dipsomaniac in "The Lost Weekend," is back again in his former breezy role, endowing it with the same expert characterization that was apparent in his "Weekend" sojourn. An excellent flair for comedy is displayed by Olivia deHavilland, who handles her assignment perfectly. The supporting cast is admirable, including Sonny Tufts, James Gleason, Constance Dowling and Percy Kilbride. Sets are attractive and the musical background engaging. Milland's "Weekend" popularity, plus the names of deHavilland and Tufts, should put this comedy in the top spot in any situation.

Ambush Trail

PRC **Western** **56 mins.**

AUDIENCE SLANT: (Family) Typical Western with the typical rough-and-tumble action entertainment values.

BOX-OFFICE SLANT: Should please action fans and followers of Bob Steele.

Cast: Bob Steele, Syd Saylor, I. Stanford Jolley, Lorraine Miller, Charles King, Bob Carson, Budd Buster, Kermit Maynard, Frank Ellis, Edward Cassidy. **Credits:** Produced by Arthur Alexander. Directed by Harry Fraser. Original screenplay by Elmer Clifton. Photography, Jack Greenhalgh.

Plot: A rancher, accused of murdering one of his own men, succeeds in apprehending the guilty culprits—outlaws who steal equipment intended for newly-purchased land—and bring them to justice.

Comment: Bob Steele fans will find this latest western offering a routine affair with little change from the formula of the hard-riding cowboy who gets mixed up in a killing and attempts to prove himself innocent. Steele gives his fans their usual share of outdoor excitement with three saloon fights, deft horseback riding and fancy gunplay. Syd Saylor, as Steele's sidekick, provides a few comical moments, and I. Stanford Jolley, as the head gunman, will bring forth plenty of lusty boos from the patrons. Steele fans, along with regular action fans, should go for this.

The Mask of Diijon

PRC **Drama** **70 mins.**

AUDIENCE SLANT: (Adult) A suspenseful drama about hypnotism that holds the interest to the very end.

BOX-OFFICE SLANT Should do well in the market for which it was intended.

Cast: Erich von Stroheim, Jeanne Bates, William Wright, Edward Van Sloan, Mauritz Hugo, Denise Vernac, Robert Malcolm, Hope Landin, Shimen Ruskin, Roy Darmour, Antonio Filauiri. **Credits:** Directed by Lew Landers. Original story by Arthur St. Claire. Screenplay by Arthur St. Claire and Griffin Jay. Photography, Jack Greenhalgh. Produced by Max Alexander and Alfred Stern. An Alexander-Stern Production.

Plot: A famous magician and his wife are destitute because he refuses to continue with his act, spending his time in studying hypnotism. She, in the meantime, gets a job as singer in a small cafe, through the intervention of an old sweetheart. When the magician realizes he is losing his wife, he decides to prove his powers, by forcing a man to commit suicide and hypnotizing his wife so she will kill the sweetheart. Because he uses his powers for evil, everything goes wrong and he ends up by being killed himself.

Comment: This Erich von Stroheim offering has been produced and directed with care and attention to detail and succeeds in inculcating a constant sense of suspense. It is a well-knit, plausible murder yarn that holds the interest throughout and should be well received by average adult audiences everywhere. Von Stroheim delivers his usual interpretation of a sinister figure, giving the picture mood and making of himself a realistic menace. Jeanne Bates, as his wife, is attractive, and besides turning in a satisfactory performance, presents several songs with pleasing effect. William Wright is good as the sweetheart and Edward Van Sloan, Mauritz Hugo and Denise Vernac contribute worthy performances in supporting roles. Direction by Lew Landers succeeds in building up the suspense and holding the interest until the final denouement, and production credit goes to Max Alexander and Alfred Stern.

Song of the Prairie

Columbia **Western** **69 mins.**

AUDIENCE SLANT: (Family) Adequate musical Western for followers of this type of entertainment, with emphasis on comedy and action.

BOX-OFFICE SLANT: Enough standard draws to attract Western fans, such as "Big Boy" Williams, Andy Clyde and The Hoosier Hot Shots.

Cast: Ken Curtis, June Storey, Andy Clyde, Guinn (Big Boy) Williams, Jeff Donnell, Grady Sutton, Thurston Hall, The Town Criers, The Hoosier Hot Shots. **Credits:** Directed by Ray Nazarro. Screenplay by J. Benton Cheney. Photography, George Kelley. Produced by Colbert Clark.

Plot: A rancher tries to open a music hall to save his property, but complications set in. A young stage-struck girl, masquerading as a maid, saves the day by buying the lease. Her wealthy father is against her ambitions and tries to thwart them. Furthermore, his choice for her husband is a dull character from the effete East. The night club emerges an immense success, however, with the exfiance sent on his way, the rancher and the girl united, and the father backing them with his resources.

Comment: This Western plot is along tried and proved lines, with the audience calling the shots before they occur. However, it has enough pace and music to make up for the run-of-the-mill situations. The Hoosier Hot Shots, very popular in the farm belt, get plenty of opportunity to put across their special brand of corn, and add stature to their continually entertaining performances. Andy Clyde is excellent as an old cowhand. June Storey is adequate. The Town Criers, a smooth-singing quartet, surprise with a strictly hep tune in their brief appearance, supplying variation on the hillbilly material. There's Silver on the Sage Tonight, a popular Western tune, is one of the songs heard in the picture.

Idea Girl

Universal **Comedy** **60 mins.**

AUDIENCE SLANT: (Family) Mildly entertaining for the most part but with some genuinely funny moments contributed by Alan Mowbray and newcomers George Dolenz and Joan Fulton.

BOX-OFFICE SLANT: Obviously intended for the double feature situations, this modestly budgeted film is suitable as an addition to any program.

Cast: Jess Barker, Julie Bishop, George Dolenz, Alan Mowbray, Joan Fulton, Laura Deane Dutton, Virginia Christine, Lane Chandler and Charlie Barnet and his Orchestra. **Credits:** Screenplay by Charles F. Marion. Adaptation by Elwood Ullman from an original story by Gladys Shelley. Directed by Will Jason. Associate producer, Will Cowan. Executive producer, Howard Welsch. Photography, George Robinson.

Plot: Song publishers Alan Mowbray and Jess Barker find themselves in a dilemma when Mowbray signs Julie Bishop to a contract with power of attorney to make any kind of deal. She involves the partners to the extent that they lose control of their business, but the small interest left to them provides a much greater income than previously enjoyed, due to the percentage deals she makes with various famous stars and song writers. Julie Bishop and Jess Barker finally find their mutual affection at the close.

Comment: Although evidently intended to fill double-bill situations and just mildly entertaining during most of its 60 minutes, this comedy provides some genuinely funny moments when newcomer Joan Fulton is on the screen and when Alan Mowbray delivers some priceless lines. Unfortunately these are too few and too seldom to lift it into the top comedy class that might have been possible with better material. George Dolenz whose comedy speaking voice is surprisingly similar to one of the leading characters in a series of cartoons, also adds some high comedy to the proceedings. The film as a whole includes some pleasurable musical moments and some funny comedy bits but unfortunately does not hold together to the extent that it can be recommended other than just a fair comedy. Should fill any kind of double-feature program.

'Sore,' Slashed Seats

Vandalism at the Dream Theatre, Indianapolis, has cost more than $1600 in seat repairs during the past four years, according to Manager C. E. McConaughy. Two youths recently apprehended in the act of slashing seats did so, they admitted, because they were "sore" at the theatre.

Screen Star and Educator Form Commercial Film Company

Eddie Albert, screen actor recently discharged from the Navy, and Jack Fletcher, a fellow officer who was an educator before the war, have announced the formation of Albert Films, a new company which will produce educational and industrial subjects.

An intergrated program is now being developed involving cooperation of university and public school educators. Harry J. Hutchens, a leading figure in the commercial film industry, has been named sales manager.

Goldwyn Girls to Invade East For Danny Kaye Film Opening

Six Goldwyn Girls will be brought to New York in connection with the opening of the new Danny Kaye Technicolor comedy, "The Kid From Brooklyn," at the Astor, around April 1.

The female sextet, first such Hollywood delegation to be on parade since before the war, will make personal appearances at the theatre, entertain on the radio, star in fashion shows and model clothes for national magazines.

Smith to Direct Advertising, Publicity for Liberty Pictures

Lou Smith has been appointed advertising and publicity director of Liberty Films, Inc., and reports to the company late this week. He will make his offices at RKO, where Liberty has opened production headquarters.

Formerly publicity director for MGM, Columbia and Universal studios, Smith, for the past six months has operated his own independent publicity office in Hollywood.

Kelly Firm Now Signet Films

Change of the corporate name of General Motion Pictures Corp. to Signet Films Productions was announced this week by Arthur W. Kelly, president. The company will produce a series of 60-minute features for United Artists release.

Toddy to Release Unit Show

A combination release of "The Beast of Borneo" and "Voodoo Devil Drums" as a unit show through its exchanges has been announced by Toddy Pictures Company.

SELLING THE PICTURE

Exploiting 'Borderline' Films Is Successful Policy, Doob Holds

The tenet of ace showmen that the difference between outstanding success and mediocrity in theatre business is the extra money realized at the box-office by "borderline" pictures was spotlighted again this week when Oscar A. Doob, former advertising head of Loew Theatres and now general theatre executive, told approximately 50 MGM salesmen and field exploiteers at the final session of four series of sales meetings at the Essex House, New York, that one of the circuits highest grosses was chalked up with "The Picture of Dorian Gray."



Oscar A. Doob

"We did a good job on it," Doob said. "We like to go to town on this type of picture."

Stating that "promotion is the life blood of the theatre . . . a practical policy and an investment on which we can expect a profit," Doob outlined the methods and policies used by Loew's Theatres in its promotional efforts and emphasized the fact that some theatres in the circuit spend as much as 20 per cent of the gross for promotional work.

"Empty seats can be filled by promotion, and as long as you have empty seats there will always be something to promote. We have every type of house in the Loew circuit and our experience has been wide in scope. We use every form of advertising and try to key the scope of it to each particular situation," he said. "Even the biggest picture can be aided by promotion," he added, citing circuit's selling accomplishments with "Weekend at the Waldorf."

In comparing the selling efforts to the public of the various companies whose pictures are exhibited in Loew's Theatres Doob gave high praise to the accomplishments of MGM's work along promotional lines, stating that "Leo is far ahead of them all."

Doob explained the special portfolio service maintained by the Loew publicity and advertising department which provides advance information, advertising and publicity material on pictures to play the theatres. "In this way we protect ourselves if the film companies do not get the material we need out on time."

In a blunt discussion about the physical theatre itself, Doob emphasized an important factor in showmanship. "The theatre that has a nice, clean toilet does the business," he said. "We make a point of this because we at Loew's consider it a definite promotion and advertising factor. We always aim to improve the physical comfort of our customers and this is something you can pass on to the people you sell."

'3 Strangers' Meet

The bringing together of three total strangers, in an effective stunt, was carried out by the RKO Century Theatre, Rochester, N. Y., in connection with the world premiere of Warners' "Three Strangers." Radio station picked the trio from the audience by the numbers on their admission tickets. Manager Arthur Krolick, who acted as master of ceremonies, treated the winners to a dinner party.



YOUTH IDEA. Putting plenty of emphasis on the obvious sales appeal of Warners "Too Young to Know," the Warner Theatre, Memphis, arranged this public Jitterbug contest in front of the theatre aboard a truck owned by the distributor of a popular beverage. Dancers were recruited from theatre audiences with recorded music supplying the accompaniment.

Varied Exploitation Campaign On 'Cornered' in Cincinnati

The Cincinnati engagement of RKO's "Cornered" at the Palace Theatre, received a seat-selling ovation in a highly varied exploitation campaign designed by Nat Wise of RKO Theatres. Five thousand heralds were placed in cars in parking lots; 100 "wanted" window and tack cards were posted in the downtown section; numerous radio announcements were made, including a popular servicemen's contest interview. Articles in connection with the contest were carried by the local press.

Attractive lobby displays were supplemented by an advance trailer.

Cooperative Newspaper Campaign Attracts Patrons for 'Main'

Highlighting the advance ballyhoo campaign for RKO's "Spanish Main" was a cooperative newspaper arrangement employed extremely effectively by Forney Bowers, manager of the State Theatre, Cambridge, Ohio, assisted by Wally Heim, RKO field man. A technicolor coloring contest for school children was sponsored by a local daily which carried the plot mats.

Attracting attention to the film was a flashy window display built around the pirate theme. Radio also constituted an integral part of the successful campaign.

50 Million to Read Paramount Tieup Ads

An important publicity tieup in which Paramount stars and forthcoming releases will be featured in a nationwide advertising campaign has been announced for initial presentation in March with the first full color, full page advertisement to appear in 39 large circulation metropolitan newspapers.

The tieup has been arranged by the Paramount studio publicity department with Quaker Puffed Rice in 33 newspapers using the American Weekly and Metro Colorgravure Sunday supplements, plus six other newspapers which do not publish on Sunday. The total circulation of the newspapers approaches 17 million, with an estimated readership of more than 50 million.

"The Blue Dahlia," "The Well Groomed Bride," "The Strange Love of Martha Ivers," and "Our Hearts Were Growing Up" will be featured with their stars in plans already set, the schedule presently set through July. Subsequent advertisements will be planned to coincide with releases as they are decided upon by Paramount.

Newspapers in the American Weekly group include the New York *Journal-American,* Los Angeles *Examiner,* Albany *Times Union,* Baltimore *American,* Boston *Sunday Advertiser,* Buffalo *Courier-Express,* Chicago *Herald-American,* Cleveland *Plain Dealer,* Detroit *Times,* Miami *Herald,* Milwaukee *Sentinel,* Philadelphia *Record,* Pittsburgh *Sun-Telegraph,* Portland *Oregonian,* San Antonio *Light,* San Francisco *Examiner,* Seattle *Post-Intelligencer,* Syracuse *Herald-American,* Washington *Times-Herald.*

Sunday Colorgravure sections will appear in the Baltimore *Sun,* Boston *Globe,* Cincinnati *Enquirer,* Des Moines *Register,* Detroit *News,* Milwaukee *Journal,* Minneapolis *Tribune,* New York *Sunday News,* St. Louis *Post-Dispatch,* St. Paul *Pioneer Press,* Washington *Star,* Louisville *Courier Journal,* Chicago *Tribune,* Philadelphia *Inquirer.*

Non-Sunday newspapers complete the coverage.



COSTUME WINDOW. This attention-getting window display which features the costumes worn by Maureen O'Hara in RKO Radio's "The Spanish Main," was set by Pat Grosso and Ray Malone, RKO field men, working with Lee Koken, manager of Keith's Flushing, L. I.

'Raid' Gets a Novel North-South Premiere

Deftly executed exploitation and advertising marked the North-South world premiere of 20th-Fox's "Colonel Effingham's Raid," which was held simultaneously in Atlanta, Ga., and Town Line, N. Y. Personal appearances and other activities marked the North-South merchandising, which was under the direction of Charles Schlaifer, 20th-Fox director of advertising and exploitation.

Atlanta's Paramount Theatre housed the opening below the Mason-Dixon Line, where Tom Reid, Lucas and Jenkins circuit executive, cooperating with Harry G. Ballance, 20th's Southern sales manager, and home office executives, all succeeded in making the affair the outstanding piece of showmanship it was.

Exploitation Manager Sid Blumenstock and Field Exploiteer Spence Pierce handled the varied publicity activities, which Charles Coburn, star of the picture, and Berry Fleming, author of the best-selling book, attended. Welcomed to Atlanta by Gov. Ellis Arnall, Mayor Hartzell and other distinguished state and city officials, Coburn was guest of honor at the Capital City Club luncheon the day before the opening. The same dignitaries attended the premiere the following day, making the occasion a gala one. The local Variety Club also tendered a cocktail party.

Irving Kahn, 20th radio manager, personally supervised the Coburn radio broadcasts, which played an important part in the success of the Atlanta premiere. The luncheon was broadcast over station WAGA, and Coburn gave talks over two other networks. Opening night activities were broadcast direct from the theatre.

Newspaper, Window Tieups

Newspaper ads and window tieups, totaling over 100, in addition to numerous radio plugs, were launched concurrently with the personal appearances of the star and author.

Town Line, and Buffalo, New York, were the scenes of the northern premieres which were held simultaneously with the Atlanta opening. The Town Line showing was tied in with a very unusual twist. Ever since the Civil War, this little community of about 500, has not been officially a part of the United States, In 1860 it seceded from the Union, casting its lot with the South. Recently the rebellious city voted to rejoin the Union, and 20th-publicity experts sensing a natural, tied in the opening of the picture in the north, with this unique event.

Cesar Romero and Martha Stewart were the guests of honor at Town Line activities, which included a luncheon and special screening of the film for the entire population of the town. The stars were also on hand, together with approximately 3,000 people, at the flag raising ceremonies which brought the city officially back into the United States.

The ceremonies and film opening were given a wide coverage by the local and nationwide press and the Mutual Broadcasting System plugged the proceedings. The following day the film opened at the Buffalo Theatre, Buffalo.

Gable Welcome Mats

One of the many promotional schemes advocated by Loew Theatres to publicize the return of Clark Gable to the screen in his co-starring venture with Greer Garson in MGM's "Adventure," is the use of a real welcome mat to be used in the lobby or foyer of theatres to play the film. The actual welcome mat is to be imprinted with copy similar to "Welcome Clark Gable, etc." with whatever other copy can be given large enough display.

Search for Cinderella Is On

Actual glass slippers are being provided key-city exhibitors who will play Warners' "Cinderella Jones," starring Joan Leslie and Robert Alda, as the unique feature of a promotion stunt embodying most of the elements of the storied search for the Cinderella Girl whose feet are small enough to wear the slipper.

Merchants in key spots have been tied-in with the stunt to supply various gifts for the selected girl. Announcements of the search will be made early this month in newspaper stories, lobby displays, over the radio and through other channels.

The glass slipper will be displayed in a prominent place, and on a designated night hopeful misses will come to the theatre stage for a fitting. The winning young lady in each case will be named Cinderella and treated to a round of activities, including overnight quarters at a leading hotel, breakfast with escort, press and radio interviews, a call on the mayor, a beauty parlor visit for "the works" lunch at a leading restaurant or civic club, a shopping tour during which she will receive gifts from leading merchants, a cocktail party to be attended by the press and celebrities, dinner as guest of a prominent local citizen, personal appearance at the theatre, an interview on the stage, a visit to a leading night club and back to her home on a schedule which will deliver the young lady exactly at midnight, in keeping with the Cinderella tradition.

Newspaper tieups and additional activities will be keyed to keep the stunt in the headlines and photo pages and radio tieups will give it additional extensive publicity.

Harvey Restaurants in Tieup With MGM's 'Harvey Girls'

Advance ballyhoo for the MGM Technicolor musical "The Harvey Girls" encompasses a natural tieup with the Fred Harvey Restaurants, by which the restaurant shops and dining cars are issuing specially printed menu cards carrying colored photo covers of Judy Garland as one of the early Harvey Girls. Other colored menu covers show scenes from the picture itself, with appropriate credits.

The restaurant chain also has printed large quantities of colored postal cards for patrons' use containing various scenes from the film and as another evidence of the restaurant chain's full cooperation with MGM is giving away colorful reprints of an article on "The Harvey Girls" which recently appeared in the magazine, *The Woman*.

Unusual Feature Angle Used By McDonough on 'San Antonio'

"Stunt Men of 'San Antonio'" was the newspaper feature angle dreamed up by A. J. McDonough, recently out of the army and now handling the Paramount Theatre, Peekskill, N. Y., in the absence of George Cavanaugh, vacationing, to publicize Warners' "San Antonio." McDonough worked up a clever newspaper feature combining an advertisement and photo-story layout, so popular lately with editors of weekly magazines, dealing with the screen's daring stunt men and showing them in action in the Errol Flynn picture.

Another feature employing the same combination of ideas and layout showed Alexis Smith, co-star with Flynn in the film, modeling latest styles.

Shakespeare Aids Campaign On 'Reputation' in St. Paul

The famous Bard of Avon helped in plugging the Paramount Theatre's "My Reputation" opening in St. Paul, Minn., in the form of small leaflets which were distributed with the following copy: "'Who steals my purse steals trash; but he that filches from me my good name, robs me of that which not enriches him, and makes me poor indeed.'—Shakespeare . . . Your name is as good as Your Reputation, Barbara Stanwyck fights for hers in Warners' 'My Reputation.' Don't Miss It!"

Swift in New Managerial Post

The promotion of Lamar Swift, former city manager of the Georgia Theatres Circuit's Macon theatres, to Macon district manager, was announced early this week by William K. Jenkins, president. Swift will supervise his district from headquarters in Macon.

Midget Stunt Builds Interest in 'Say Yes'

Window displays, a contest, and the extremely hard-to-get street ballyhoo were the backbone of the ticket-selling campaign put on by Harry Boswell, manager of the Palace, Milwaukee, for the opening of "She Wouldn't Say Yes."

Taking advantage of a central comedy character of the film—the minute, impish "Nixie"—Boswell hired a midget, dressed him in Nixie costume and paraded him through the streets of the city. Not only did the stunt create a great amount of interest in the film in general, but lifting, as it did, a character from the picture, caused a great amount of discussion of the theme and thus gave added word-of-mouth advertising.

The contest was conducted in the Walgreen Drug Stores throughout the city, where a special "Nixie" sundae was put on sale before the opening of the film, and where the sundae was featured for the run.

Set Campaigns on WB Films

National advertising and publicity campaigns for "Three Strangers," "Cinderella Jones," "Saratoga Trunk," "Devotion" and other new Warner Bros. films were set by Mort Blumenstock, Warner vice-president, during his recent visit to the coast during conferences with Harry M. and Jack Warner, and studio publicity director Alex Evelove, Ben Kalmenson and Wolfe Cohen.



EXPLOITS PLAYERS. Blowups of the players as they appear in the film served as a background for attractive windows promoted by Ed Johnson, manager of the Washington Theatre, Bay City, Mich., for the world premiere of Columbia's "Snafu."



"'The Seventh Veil' is an absorbing film," says LIFE. Above are the two stars, Ann Todd and James Mason, both of whom LIFE thinks will be successfully sold to the American public through this Universal release.

LIFE's

as 'MOVIE OF

importance

American pu

BE SURE **to screen "The Seventh Veil" at your nearest Universal exchange as soon as prints are available.**

"The Seventh Veil" is typical of the fine quality of entertainment you will find in all of the six English pictures which Universal is releasing. They all have that universal appeal.

THE SEVENTH VEIL
MADONNA OF THE SEVEN MOONS
THE MAN IN GREY
THE WICKED LADY
ROGUE'S PROGRESS
DEAD OF NIGHT

selection of "The Seventh Veil"

'HE WEEK' further proves the

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ic and the American exhibitor !

Money Dates for March

Beware of the Ides of March! This month, next to the pre-Christmas and pre-Easter holidays, does almost as much to handicap the average showman in his efforts to seek extra revenue as a month of Sunday blue laws. In addition to Arctic winds, freak weather and income tax headaches, the barrier imposed by observance of the early days of Lent, can be depended on to further cut into potential attendance. The wise showman will quickly and unhesitantly employ every angle of exploitation that will aid, abet and make attendance so mandatory that it will overrule any climatic discomfort and other restrictions in the minds of his patrons. While not as plentiful as in other calendar periods, national and sectional observances scheduled for this month are sufficient in number to support a strong array of extra activities that will find favor with groups and businesses interested in observance of the events and to promote added patronage at performances throughout the month.

National Observance Periods

MAR. 12-18: GIRL SCOUT WEEK

Arrange a meeting with Girl Scout officials in your vicinity and assist them in planning recruiting drives and setting up recreational and organizational activities for the coming year. Help them prepare an outline of past accomplishments and future aims for presentation to the newspapers and radio stations for publicity purposes. Offer the facilities of your stage and lobby for an exhibition in which the girls demonstrate the units of service in which they are trained by the organization. Get the high school band to lead a parade of all the Girl Scouts in town to some special performance at your theatre to wind up the drive for members. Recent research develops that a great number of World War II heroes and the majority of students at the Military and Naval Academies were former members of the Boy Scouts. Check with the local leaders to determine the names of famous women who were members of their organization. Try to locate local women who have contributed to the welfare or fame of your community who formerly enjoyed membership in the Girl Scouts. You will have little or no difficulty in getting reams of publicity on every move you make in assisting the aims of this fine organization and if you make your theatre the focal point of all activities in connection with observance of the period, your box-office is certain to benefit.

MAR. 18-23: HOBBY WEEK

The newspaper editor and radio station manager will assist you in locating the outstanding hobbyists in the vicinity. Arrange for the exhibition of examples of their playtime activities. If lobby facilities are inadequate tie up with merchants' windows and get publicity for your theatre and its attractions by having the newspaper run a contest offering tickets as prizes to persons sending in the best impressions of the various hobbies displayed. Don't overlook this bet, as it offers many chances of personal contact with the better class citizens who are not regular theatre patrons and whose continued patronage is highly desirable.

Special Opportunity Tieups

MAR. 8: FARM DAY

For those houses situated in a rural or farming communities, this day, if exploited properly and well in advance with an eye towards compact organization, can be depended upon to bring Farmer Jones and his family out en masse to your theatre. As this day celebrates the 13th anniversary of the Farm Aid Program, the occasion in honor of the tiller of the soil should be a gala one. In advance, announce a huge Country Square Dance and party to take place in front of your theatre. For the event, rope or block off the area directly in front of the house. Decorate the area and your marquee, and urge neighboring merchants to do likewise. Publicize the event thoroughly through throwaways, heralds, newspapers and radio. For the occasion, merchants can be depended upon to supply free soft drinks and refreshments for the publicity value. Organize a few speakers, preferably city or state agricultural officials, to laud farmers in their efforts to grow food and produce for the nation. After the speeches, the square dance contest could be held, with farmers judging the winners. Winning contestants should receive guest tickets and if possible, merchants too, should supply some of the awards. A cooperative newspaper ad tieup with the local farm machinery outlet could show that by use of modern mechanical methods, the farmer is able to spend his extra time at the movies.

MAR. 14-MAY 13: NATIONAL BOWLING CHAMPIONSHIP

Local sports pages are certain to be carrying day-to-day stories on the progress of national bowling championship events. Thus it is possible for you to get mention in every printed article and secure a lot of advertising and support from local bowling alley operators by sponsoring a series of local eliminations, with each week's winning team as guests of the theatre and special period passes to high scorers in the finals. Remember that bowling fans are just another variety of pleasure seekers and, as such, perfect prospects for theatre patronage.

MAR. 17: ST. PATRICK'S DAY

The Irish love recognition and attention and this is their big day. Arrange with a local florist for green carnations to be given the ladies and see that handbills are printed or overlayed in green. If possible secure a quantity of inexpensive shamrocks from one of the big novelty houses to be given away, with some message about the theatre and its attractions appended, on or before the 17th. Contact the heads of local Irish societies and try to arrange for choral groups and other activities on stage such as, an Irish Reel dancing contest, old fiddlers contest, etc.

Other Important Dates

MAR. 1: U. S. DEPT. OF EDUCATION, EST. 1867

Contact school heads and local Board of Education officials. Try to get them to use your stage for special activities to celebrate the anniversary. The possibilities are as big as your own imagination and your ability to sell your ideas and the importance of the occasion to the executives you contact.

MAR. 7: LUTHER BURBANK, FAMOUS HORTICULTURAL SCIENTIST, BORN 1849

With spring and the planting season just around the corner the county agricultural agent, leaders in local Garden Clubs, the 4-H membership and great numbers of ruralites can be interested in participating in observance of the natal day of this man whose work has meant so much to furthering the perfection and progress of plant and vegetable life. If possible, arrange for gratis or inexpensive packages of seeds, carrying a message about your theatre, to be given to all persons attending.

MAR. 6: ASH WEDNESDAY, BEGINNING OF LENT

Make yourself solid with the religious leaders by offering the facilities of the theatre in the early morning or during closed afternoon hours for holding services of observance.

MAR. 14: ELI WHITNEY PATENTED THE COTTON GIN, 1794

If yours happens to be a textile manufacturing or cotton growing community you should experience little difficulty in arranging for wide observance of this day.

MAR. 15: FIRST INCOME TAX PAYMENT DUE

Familiarize newcomers with details of the necessary procedure in making out their returns. Get in touch with the local Internal Revenue Collector and arrange for the appearance of some member of his staff to handle a five-minute instruction period from the stage of your theatre for four or five evenings preceding the date of collection.

MAR. 21: FIRST DAY OF SPRING

Go after the local merchants and arrange for observance in the way of fashion shows, mezzanine dress parades, etc.

MAR. 21: JOHANN SEBASTIAN BACH, COMPOSER, BORN 1685

The various music societies and music stores will cooperate on activity to celebrate this occasion.

Sectional Observances

Mar. 1: Nebraska Admitted to Union, 1867

Mar. 2: Texas Independence Day

Mar. 3: Florida Admitted to Union, 1845

Mar. 4: Pennsylvania Day, Charter Granted, 1681

Mar. 4: Vermont Admitted to Union, 1791

Mar. 15: Maine Admitted to Union, 1820

Mar. 23: Alaska made part of United States, 1867

Mar. 25: Maryland Day.

Alger Gives 'Fair' Standout Exploitation

When 20th Century-Fox's "State Fair" played at the Majestic Theatres, LaSalle and Peru, Ill., over twenty tieups were effected with department stores, music and record shops, free want-ads in the classified section and a score of other ticket-selling ideas.

Among the various publicity stunts arranged by Jack Alger, publicity director of the theatres, was the "Pig Chase" which attracted tremendous crowds watching boys chasing a greased pig down the main street.

A "Hog Calling" contest took place in front of the theatre on opening day.

Four-H Club members who had won a prize at a State Fair were guests of honor the same day.

All large department stores tied up with window displays, and music and record shops went all out on music displays.

Want-ad tieup got free space advertising the picture.

Heralds were distributed in LaSalle, Peru and Oglesby through stuffing of out-of-town papers delivered in these towns.

Alger was assisted in all of the tieups by Jay Frank, 20th-Fox exploiteer.

Novel Stunts Exploit 'Cornered' in Hartford

Novel displays, a radio contest and tieups highlighted the latest campaign expertly planned and executed for the showing of RKO's "Cornered" at Loew's Poli Theatre, Hartford, Conn., by master-campaigners Lou Cohen, manager, Sam Horwitz, James Hughes and Peggy Rolleston of that theatre, and Fred Greenway, Angela Corrado and Martha Gilwech of the Palace Theatre.

The theatre itself received its share of eye-pulling attractions with a large safe deposit box in the lobby, copy on which stated: "Do not disturb! This box contains the evidence wanted by Dick Powell in his search for the murderer of his bride!" On the Poli's miniature stage, also situated in the lobby, a treasure hunt contest was initiated, awarding cash prizes to those contestants who located the mates of the items on display. The mates were planted in downtown stores and the items used were gloves, shoes, dress material, rouge, compacts, etc. Teaser display cards were hung from chandeliers, in ladies' rooms, men's rooms and in strategic spots throughout the theatre.

A contest which was broadcast over station WTHT, on a local daily record program, featured two songs sung by Dick Powell from past pictures with guest tickets being awarded to the first ten correct answers submitted.

Other exploitation displays included: window cards with 'shock' copy; the stenciling of the word 'Cornered' on the sidewalks; bannering news trucks; posting of the town with 3- 6- and 24-sheets; stair risers, and a co-op newspaper ad with a leading beauty salon.

Columbia Did It

For the first time in the 50-year history of the Fifth Avenue Association, one of its members—Saks Fifth Avenue—tied in with a commercial venture when a flag, 10x15 feet, was suspended from the store's flagpole to welcome the 82nd Airborne Division. The motto on the flag read: "U. S. Coast Guard TARS and SPARS Welcomes the Famous 82nd." That "Tars and Spars" is from the Columbia picture of the same name.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055



SAYING GRACE. Director Victor Saville (right) demonstrates the Scottish way of saying grace for Hume Cronyn and Dean Stockwell, for a scene in MGM's screen version of the A. J. Cronin novel, "The Green Years." Leon Gordon is the producer.

Harmon Signed By Riskin

Sidney Harmon, for the past three years in charge of the motion picture division of the Hollywood branch in the OWI Overseas Film Bureau, has been signed by Robert Riskin Productions as story assistant to Robert Riskin. The company's first feature for RKO release will be "The Magic City," starring James Stewart.

Freeman to Write Del Ruth Film

Roy Del Ruth has signed Everett Freeman to prepare the screenplay for "It Happened on Fifth Avenue," based on an original by Herbert Clyde Lewis and Frederick Stephani. Film will be Del Ruth's first Monogram production under his recently signed contract.

Injured Actress Returns to Screen

Dorothea Kent, who was injured a year ago during the making of a scene, has been signed to a two-year Monogram contract, calling for a minimum of two films per year. Her first assignment will be in the comedy-drama "The Shadow's Shadow" being produced by Joe Kaufman.

Webb in Jessel's 'Bandwagon'

George Jessel's production of "Bandwagon" for 20th-Fox will have Clifton Webb in the role originally played by Frank Morgan on the stage.

PRC's Moon Radar Film

First motion picture to tie-in with the U. S. Army's recent announcement that radar contact has been established with the moon will be PRC's "The Lost Continent," according to Harry H. Thomas, PRC president.

To permit the earliest possible release date to take advantage of the intense interest created by the reported radar contact, Reeves Espy, production head, will rush completion of the film, which features a rocket trip to the moon.

CLOSEUPS ON NEW PICTURES IN WORK

20th-Fox, Universal Maintain Strong Production Record as Studios Plan Several Films for February Start; Lew Ayres, Harold Lloyd Return to Screen After Many Years' Absence

RKO RADIO Plans February 16 Start for "Sinbad the Sailor"; Has Five Features Rolling Now.—A tentative starting date has been given this studio's pretentious new season offering, "Sinbad the Sailor," which is scheduled to begin shooting February 16. The film features Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak. Stephen Ames will produce from an original by John Twist.

Now rolling (Feb. 2) are "Sister Kenny," with Rosalind Russell and Dean Jagger in its 75th day before the cameras; "Crack-Up," Pat O'Brien opus, finishing its sixth week; "Desirable Woman," starring Joan Bennett, with Robert Ryan and Charles Bickford, just started; "Double Trouble," Jack Haley comedy, another film just beginning to roll; "A Likely Story," with Bill Williams and Barbara Hale, just starting. "Christabel Caine," Joan Fontaine starrer, has been postponed for several months.

Scheduled to start soon is "The Falcon's Adventure," latest in this Tom Conway series. Herman Schlom is to produce.

"Till the End of Time" is finished after three months of shooting, with Edward Dmytryk directing a cast headed by Dorothy McGuire, Guy Madison and Bob Mitchum. "Notorious" is also finished. Another film completed is the LeRoy-Lasky production, "Without Reservations."

No starting date has been set for the Samuel Goldwyn special, "Glory for Me," being adapted for the screen by Robert E. Sherwood from MacKinlay Kantor's novel.

COLUMBIA Completes Dramatic Dialog on "Jolson" Biography; Elaborate Production Numbers Remain to be Filmed.—"The Story of Jolson," Columbia's special, completes its 14th week of shooting. Dramatic dialog is now finished and approximately three weeks of productions numbers remain to be shot. In Technicolor, the film features Larry Parks as Al, with Evelyn Keyes and William Demarest in supporting roles. Sid Skolsky produces, while Alfred E. Green directs.

"The Devil's Mask" starts, with Anita Louise, Jim Bannon and Barton Yarborough handling lead roles. Wallace MacDonald is the producer with Henry Levin handling the director's chores.

"The Walls Came Tumbling Down," Lee Bowman-Marguerite Chapman starrer, is expected to finish February 2. Albert J. Cohen produces; Lothar Mendes directs.

Columbia is at peace again with Ann Miller, who had threatened to retire from the screen and get married. The dancing star is set for "Rendezvous in Rio," a big musical tentatively scheduled to start the first of March. "The Great Highway," Glenn Ford airplane starrer, has been changed to "Gallant Journey."

"One Life Too Many" is slated to begin February 6 under the production guidance of Leonard Picker, supervised by Bennie F. Zeidman. John Sturges, ex-vet, directs.

INTERNATIONAL Has One Production Currently in Work with Lew Ayres Making His First Appearance Since 1942 as Co-Star with Olivia de Havilland.—This studio's current production is "The Dark Mirror," which has not been definitely ticketed for release through any organization. It may be released through RKO, as in the past, but it is also possible that the film will be released through the recently formed United World setup. Olivia de Havilland and Lew Ayres, making his first picture in four years, star, with Thomas Mitchell. Nunnally Johnson is producing, with Robert Siodmak directing. Johnson also handled the screenplay. Plans for the next Sonja Henie starrer, probably "The Countess of Monte Cristo," may be retarded because of Miss Henie's ice shows.

HAL ROACH Unit Is Installing $225,000 Western Electric Sound System; "Fabulous Joe" to be First of 12 Features.—Installation of a completely new Western Electric sound system is costing this unit $225,000. It is part of a general setup which will make the Roach plant a modern studio with the latest improvements. The system is expected to be ready by March 4, when shooting on the first of 12 feature comedies is scheduled to start. "The Fabulous Joe," in color, is number one on the agenda.

REPUBLIC Starts Production on Two, Completes Three, Including Serial; Bill Eliott Signed to New Contract.—"Rainbow Over Texas," the latest Roy Rogers opus, is still rolling. "The Invisible Informer," featuring Linda Stirling, Bill Henry and Adele Mara, was scheduled to have started last week; and another mystery-drama, "The Inner Circle" is expected to begin this week. "Daughter of Don Q," serial with Kirk Alyn and Adrian Booth, is finishing. "The El Paso Kid," latest Sunset Carson Western, is completed.

Roy Rogers' next is tentatively titled "My Pal, Trigger," and will be directed by Frank McDonald. Plans call for shooting to begin in mid-February.

Bill Henry and Kirk Alyn, recently released veterans, are resuming their film careers. Another ex-vet, Francis Lyon, has been inked to a contract as a producer. He spent four years in England for Alexander Korda, and served as a major in the Army.

Bill Elliott, Western star, has been signed to a new five-year contract.

Republic announced the purchase of an original story, "Blood and Guts," by Martin Van Laas. Plans call for this to be an extra-budget special.

UNIVERSAL Maintains Strong Production Record with Four Pictures in Work; Brent and Ball Co-Star in "Lessons in Love," Set to Start February 15.—"Design for Death" was completed last week, but "Prelude to Murder" was started, maintaining this studio's strong record for current production. "Prelude" features Basil Rathbone, Nigel Bruce and Patricia

(Continued on Page 28)


Oh, Booker! Oh, Brother! Th

World's Most Exciting Brunette!



HUNT STROMBERG *presents*

Jane Russ **SELL** *and Louis Hayward*

in

YOUNG WIDOW

with

FAITH DOMERGUE · KENT TAYLOR · MARIE WILSON · CONNIE GILCHRIST

and PENNY SINGLETON · Directed by Edwin L. Marin

Screenplay by Richard Macaulay and Margaret Buell Wilder

Additional Dialogue by Ruth Nordli · Lee Garmes, A. S. C, Director of Photography

A HUNT STROMBERG PRODUCTION · Released thru UNITED ARTISTS

and what doesn't from U.A.!

CLOSEUPS ON PICTURES IN WORK

(*Continued from Page* 25)

Morison, and is produced by Howard Benedict. Other films now rolling are "Shahrazad," Technicolor special; "Strange Conquest," starring Jane Wyatt; and "Love Takes a Holiday," with Joan Davis, Jack Oakie and Mischa Auer.

"Running for Rooney," a comedy dealing with politics, was bought from Sam Hellman.

Lucille Ball and George Brent co-star in "Lessons in Love," slated to roll February 15. Production will be under Michael Fessier and Ernest Pagano.

Option of actress Ella Raines was picked up for another year.

UNITED ARTISTS Producers Hunt Stromberg and Charles R. Rogers Each Have One Picture Shooting; Sturges Completes "Diddlebock," First Harold Lloyd Film in Eight Years.—Two films are currently being produced by all of the units releasing under the UA banner. They are "The Strange Woman," a Hunt Stromberg Production starring Hedy LaMarr; and "Angel on My Shoulder," Charles R. Rogers Production. "The Strange Woman" moves into its 30th day of shooting, while "Angel" has just completed three weeks before the cameras.

"The Sin of Harold Diddlebock," a Preston Sturges Production, finished recently, and is now being edited. When released, it will mark Harold Lloyd's first screen appearance in eight years. His last was "Professor Beware." Sturges wrote, produced and directed the picture, which also includes Rudy Vallee and Edgar Kennedy.

Seymour Nebenzahl, whose "Whistle Stop" is now being shown, is preparing "The Chase" for his next attraction. Phillip Yordan is working on the screenplay, adapted from the novel by Cornel Woolrich.

Werner Janssen, famous symphony conductor, finished scoring on "Night in Casablanca," Marx Brothers opus for David L. Loew.

Ben Hecht will write the script for "Dishonored Lady," next Hunt Stromberg picture, to star Hedy LaMarr.

David O. Selznick's "Duel in the Sun," featuring Jennifer Jones, Joseph Cotten, Gregory Peck, Lionel Barrymore and Herbert Marshall, last week was being edited after 19 months of preparation and production. No definite release date has been set. Producer Selznick plans to put "And Suddenly It's Spring" into production in two months. It will be produced by Dore Schary, and will star Shirley Temple and Joseph Cotten.

MONOGRAM Has Two Pictures in Production, Completes "Code of the Drifter"; "Murder in Manhattan" Set for February Start.—In production at this studio are "The Shadow's Shadow" and "West of the Alamo." "Code of the Drifter," with Johnny Mack Brown, Raymond Hatton and Reno Blair, just finished. Joe Kaufman produces and Phil Karlson directs "Shadow," starring Kane Richmond and Barbara Reed. "West of the Alamo" is the latest Jimmy Wakely production and includes Lee "Lasses" White in the cast, directed by Oliver Drake; Drake also produces. Wakely's next is "South of San Antone."

"Murder in Manhattan," with Lindsley Parsons producing, is scheduled to start rolling February 15.

PRC Production Temporarily at Standstill as Studio Is Renovated, Including Painting Executive Offices and Other Improvements—Production at this studio is more or less at a standstill. "Avalanche" is scheduled to start this month, but no definite date has been assigned. "Queen of Burlesque" has been set back to March.

Just finished are "Devil Bat's Daughter" and "Gentlemen With Guns," Buster Crabbe Western. Studio is getting a renovation job, with executive offices being painted and the studio proper scheduled for a going-over. New headquarters for the property and set dressing departments with offices, lockers, a ramp and separate street entrance are being set up. Other improvements include a newly designed electrical dock, a process tunnel over 100 feet long and relighting of all sound stages. Present plans call for erection of a two story medical building, several doctors' office and a first aid clinic.



WESTERN, 1946. Far removed from the plains, Indiana, wagon trains, etc., is this between-scenes moment on the set of Republic's "Song of Arizona," Roy Rogers musical western. Director Frank McDonold is shown with Dale Evans, leading lady, and the crew. Rogers may be seen in background at extreme left.

PARAMOUNT Shooting "Calfornia," "Searching Wind" and "Perfect Marriage"; Background Scenes for Pine-Thomas Film Completed.—"California" moves into its eighth week of production. This special, being produced in Technicolor, and two Hal Wallis Productions sum up Paramount's present studio efforts. The two Wallis pictures are "The Searching Wind," starring Robert Young and Sylvia Sidney, and "The Perfect Marriage," featuring Loretta Young, David Niven and Don DeFore.

Background shooting for "Seven Were Saved," Pine-Thomas action picture, has been completed at Keesler Field, Biloxi, Miss., following a delay caused by bad weather. The film is concerned with the air-sea rescue service.

Scheduled to go before the cameras this month are "Suddenly It's Spring," romantic comedy; "Danger Street," Pine-Thomas production starring Robert Lowery; and "O.S.S.," about the Office of Strategic Services.

METRO-GOLDWYN-MAYER Has Four Pictures in Production, Four Scheduled to Start This Month; Gregory La Cava Signed to Directorial Contract.—"Till the Clouds Roll By," Technicolor musical with Judy Garland, Van Johnson, Frank Sinatra, June Allyson, Robert Walker, Van Heflin, Lucille Bremer and Johnnie Johnston, has started.

This month sees "You Were There" before the cameras. Producer Pandro S. Berman and director Vincente Minnelli are handling a cast headed by Robert Taylor and Katharine Hepburn. Other pictures scheduled to roll in February are "Beloved Stranger," with Greer Garson and Robert Montgomery; "The Showoff," starring Red Skelton; and "Tenth Avenue Angel," produced by Ralph Wheelwright and directed by Roy Rowland, and featuring Margaret O'Brien, George Murphy and Angela Lansbury.

Three pictures, in addition to "Clouds Roll By," are shooting now. They are "Fiesta," "Faithful in My Fashion," and "But Not Goodbye." "Fiesta," a Technicolor picture starring Esther Williams, is being made in Mexico.

Gregory La Cava has been signed by MGM to a long-term directorial contract. Gottfried Reinhardt, after four years in the Army, has produced "Comrade X."

"The Yearling" has been completed at long last, and is now being edited.

Scheduled to start rolling soon is "The Risen Soldier," based on an article by Cardinal Francis J. Spellman.

WARNERS Plan February Start for "Stallion Road"; Four Pictures Are Currently in Production; Only Three Former Warner Actors Still in Service.—Four films are now in production at this studio. They are "Two Guys from Milwaukee," "Humoresque," "The Sentence," and "Escape Me Never." "The Beast With Five Fingers" finished last week.

"Stallion Road," taken from the famous Stephen Longstreet novel, will roll this month, with Alex Gottlieb producing. The film stars Ronald Reagan and Alexis Smith. James Kern will direct. Gottlieb is currently doing "Two Guys from Milwaukee," which finishes its seventh week. Most recent starter is "The Sentence," starring Ann Sheridan.

With the return to the studio of Herbert Anderson, Ross Ford and George Campeau, only three former Warner actors remain in service. They are Jeffrey Lynn, Keith Douglass and Herbert Anderson.

Rosemary DeCamp has to "bicycle" between "Two Guys from Milwaukee" and "The Sentence"—she is in both.

TWENTIETH CENTURY-FOX Busiest Studio with Seven Films in Production; Charles Boyer Signed to Four-Year, One-Picture-a-Year Contract.—This studio still maintains its record for being the busiest plant in operation at this time, with seven films rolling. "Strange Triangle," featuring Signe Hasso, was completed on January 22, and "Somewhere in the Night" has been finished. Scheduled for completion this month are "Anna and the King of Siam," Irene Dunne drama, produced by Louis D. Lighton; "Dark Corner," starring Lucille Ball, Bill Bendix and Clifton Webb, directed by Henry Hathaway; and "It Shouldn't Happen to a Dog," starring Carole Landis, with Allan Joslyn and Henry Morgan.

Other films still in production are "Three Little Girls in Blue" (Haver-Blaine-Montgomery); "The Shocking Miss Pilgrim" (Grable-Haymes); "Cluny Brown" (Boyer-Jones-Lawford); "Rendezvous 24," a Sol M. Wurtzel Production (Gargan-Palmer).

Charles Boyer, now working on "Cluny Brown," has been signed to a contract calling for four pictures in four years.

"The Dark Wood," written by Christine Weston, *Atlantic Monthly* prize novelist, has been bought by the studio. It will be serialized in the *Ladies Home Journal* and will emerge as a novel by Scribner's in the fall.

Skirball-Manning Sign Rogers

Ginger Rogers has been signed by Jack H. Skirball and Bruce Manning for their forthcoming picture, "The Magnificent Doll," a story by Irving Stone based on the life of Dolly Madison.

Nugent to Direct 'Life'

Elliott Nugent is in Hollywood to direct "Where There's Life," modern comedy of international intrigue in which Paramount will star Bob Hope with Signe Hasso in the feminine lead.

Macdonald Carey Returns

Macdonald Carey will make his return to the screen after three years in the Marine Corps as the "other" man with Paulette Goddard and Fred MacMurray in Paramount's "Suddenly It's Spring," which Claude Binyon will produce.

Bogeaus, Boyd, Leserman to Make 18 'Hopalong Cassidy' Films

Benedict Bogeaus, William Boyd and Carl Leserman have formed a partnership to produce a minimum of six "Hopalong Cassidy" pictures annually for the next three years with United Artists distributing the Westerns.

Boyd's next picture will be his 55th in the title role of the series, with production scheduled for early this year.

Kelly-Glazer to Produce Film

Arthur W. Kelly has announced the formation of a partnership agreement with Barney Glazer, wherein the latter will write the screenplay and produce "The Half Caste" from the novel by Eric Baume. The film goes into production July 1.

Milland Signs New Contract

Ray Milland, in his thirteenth successive year at Paramount and a leading candidate for an Academy Award for his performance in "The Lost Weekend," has been given a new long-term contract.

Wisberg to Write Screenplay

Screenplay for RKO's "The Falcon in London," in which Tom Conway has the title role, will be written by Aubrey Wisberg. Producer is Herman Schlom, with Sid Rogell as executive producer.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

We've got a swell visit lined up for us today at RKO where Ingrid Bergman, Cary Grant and that master of suspense, Alfred Hitchcock, are making a picture called "Notorious." Shortly after we arrive at the studio, we find ourselves inside the stage where they're shooting.

The place is buzzing with activity. Technicians and others are busily engaged in building some strange-looking contraption up in the catwalk. It looks like some kind of track they're laying, but unlike most tracks, it isn't nailed down but hangs from the rafters. (Something special for a Hitchcock shot.)

Set itself is a huge living room, magnificently furnished. It must be at least forty or fifty feet long and almost as wide. Has a large fireplace, Corinthian pillars and very ornate, gold-carved furniture and trimmings.

According to the story this is the home of Claude Rains, a Nazi agent living in Rio de Janeiro. He is giving a party to introduce his new wife, Ingrid Bergman. Miss Bergman and Cary Grant are two American secret service agents who have been sent to Rio to investigate Rains and Ingrid has been forced to marry him in order to carry out her mission.

One of the things she's been trying to do is get her hands on a certain key Rains carries and tonight during the excitement of the festivities, her opportunity arrives. Now she must give it to Grant without being seen.

This is the scene they're going to shoot and that's the reason Hitchcock has had that steel track built. He wants the camera to hang from it so that it can follow Miss Bergman's movements from above, and gradually close in so that nothing but the key in her hand shows.

Hitchcock now comes along to see if things are set to go. As he passes us, he stops a minute to be introduced and exchange a few words. Then he leaves and the next thing we see is him climbing up to where the camera is.

Grant and Miss Bergman now appear. She is wearing a full length black crepe, drop-shoulder dress with a long bodice, shirred skirt and puff sleeves. Grant wears a tuxedo. Fortunately for us, we're introduced right away for this looks like a long, difficult shot and we may not be able to remain until the finish.

After a dozen or so repeats, we find we really must leave, so off we go without disturbing the proceedings.

Until next week.

Ann Lewis.

PRODUCTION NOTES FROM THE STUDIOS

Dana Andrews Back to Goldwyn to Star in 'Glory for Me'; Universal Borrows William Bendix for 'White Tie and Tails'

Virginia O'Brien and Marjorie Main were set by MGM for the important comedy roles in the forthcoming Red Skelton starrer, "The Show-Off." Comedy will mark the producing bow of Al Lewis, formerly associated with such Broadway successes as "Cabin in the Sky." "The Show-Off" is adapted from the Broadway stage success of the early 20s.

Phil Magee was signed by Columbia to write a treatment for "The Lone Wolf's Invitation to Murder," second in the studio's revived "Lone Wolf" series. First picture in the new series, "The Notorious Lone Wolf," was released recently. It was produced by Ted Richmond, who will also produce the new one.

Del Lord has been signed to direct "In High Gear," second in the Bowery Boys series at Monogram. Jan Grippo production will star Leo Gorcey with Huntz Hall, Bobby Jordan and Billy Benedict featured.

Sam Neuman has been signed to write the screenplay for his original story, "Missouri Hayride," which Josef Berne will produce and direct for PRC. The musical is slated for March production.

Lindsley Parsons will produce "Sweetheart of Sigma Chi," college musical, as part of Monogram's program for the current season, and filming is set for April, following completion of Parsons' next production, "Murder in Manhattan."

Claire Trevor, whose screen career has alternated between siren roles and sympathetic parts, has been signed by RKO to star in two pictures. First of the duo will be "Deadlier Than the Male," screen version of the powerful mystery novel by James Gunn, which will be directed by Robert Wise and produced by Herman Schlom. Filming is scheduled to start in May.

Al Rogell, who handled directorial reins on Republic's "Love, Honor and Goodbye," has been set to direct the most expensive musical yet made at Republic, "Earl Carroll's Sketchbook," to be produced by Robert North. Film is a follow up of "Earl Carroll's Vanities," and will have an all-star line-up. Nick Castle has been assigned to direct dance sequences.

Dana Andrews has returned to the studios of Producer Samuel Goldwyn, who discovered him and launched his film career, for a starring role in "Glory for Me," to be directed by William Wyler from Robert E. Sherwood's screenplay of MacKinlay Kantor's novel. Teresa Wright, Fredric March, Virginia Mayo, Myrna Loy and Cathy O'Donnell have important roles.

Final papers were inked calling for Universal to borrow William Bendix from Hal Roach on a multiple-picture deal over a period of four years. First for Bendix will be "White Tie and Tails," in which he will co-star with Charles Korvin and a top feminine player. William Seiter is set to direct the comedy-drama for Producer Howard Benedict.

Lew Seiler will direct the 20th-Fox picture, "That's for Me," the musical which has been put on Bryan Foy's production schedule.

Alexis Smith will have the feminine lead opposite Ronald Reagan in Warners' "Stallion Road," which is scheduled to roll shortly in Technicolor. This will be Reagan's first since being honorably discharged from the service. Alex Gottlieb will produce with James Kern directing.

Rags Ragland was given key role in MGM's "Till the Clouds Roll By," based on life of the late Jerome Kern. He will be seen as Kern's chauffeur and confidante. Judy Garland, Frank Sinatra and Robert Walker head the galaxy of stars in the Technicolor film.

Lee Bowman, who was signed to a term contract by Columbia because of work in "Cover Girl" and has since played romantic leads opposite Rita Hayworth, Jean Arthur and Rosalind Russell has had his option lifted for another term by the studio. He is currently starring with Marguerite Chapman in "The Walls Came Tumbling Down."

Edward C. Jewell, supervising art director for PRC, will personally handle art chores for the Bruce Cabot starrer, "Avalanche," which Pat Di Cicco's Imperial Films will produce for PRC.

Producer Armand Schaefer assigned Frank McDonald to direct the first of Republic's Roy Rogers' specials for 1946, "My Pal, Trigger," which goes before the cameras on February 14.

Acquisition of the film rights to the George Agnew Chamberlain novel "Scudda Who, Scudda Hay" has been announced by 20th-Fox. Assigned to production schedule of Walter Morosco, picture will have Lon McAllister as its star.

Earl Robinson, noted composer and co-author of "Ballad for Americans," reports to MGM to start preparations on the original American folk music he will write for the forthcoming film, "The Romance of Rosy Ridge," and will spend the next few weeks doing research on the period of the film.

Alan Napier, English character actor, was signed by Producer Jack Chertok for the role of Judge Saladine in "Strange Woman," the Hedy Lamarr starrer which is being produced under the Hunt Stromberg banner.

Okey on Loan to Liberty Films

First assignment for Jack Okey, loaned by RKO to Liberty Films as head of the latter's art department, will be "It's a Wonderful Life," starring James Stewart. Frank Capra will produce and direct.

Loew-Lewin Sign Norma Koch

David L. Loew and Albert Lewin have engaged Norma Koch to create costumes for "Bel Ami," the Guy DeMaupassant novel which they are preparing to film for United Artists release.

Warners Buy Wylie Novel

Film rights to Philip Wylie's "Night Unto Night" have been acquired by Warner Bros. New property has been placed on Owen Crump's production schedule.

International Signs Robert Capa

Robert Capa, former war correspondent and *Life* photographer, has been given a term-contract as a writer by International Pictures. His initial assignment will be an original story.

the SHOW BUILDER

A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

Brien's Prize-Winning Serial Campaign Example of Intelligent Planning, Coverage

Arguments presented against "incentive" prizes offered by a producer-distributor organization for extra effort to be put into exploitation campaigns most nearly approached the position of being knocked into the proverbial cocked-hat when positive evidence of such results were presented recently to Columbia Pictures in its prize contest to launch its new serial "The Monster and the Ape." Lige Brien, then manager of the Enright Theatre, Pittsburgh, was declared winner of a $500 Victory Bond for his first-prize comprehensive campaign, which covered just about every angle without sacrificing his selling efforts in relation to feature films or any other aspects of his theatre's drawing power.

Brien's campaign is an extraordinary one from every point of view but should not occasion too much surprise concerning the efforts put into it when analyzed as a unit. He sold the serial, but he gave it its proper proportion in selling, never allowing it to predominate, but never forgetting its proportionate value as a draw in the Saturday Kiddie Shows his theatre had inaugurated some time before with such healthy growth that Karl Krug, amusements editor of the Pittsburgh *Sun Telegraph*, termed it "the country's largest Kiddie Show."

To properly evaluate the serial campaign a resume of what the Kiddie Show consists of becomes necessary. And at the Enright Theatre it represents a substantial piece of the dollar business rolled up by the theatre. The Kiddie Show is broadcast each week, sponsored by a local baking company, and offers valuable prizes to the youngsters attending. During the run of the serial the baking company gave away 40 bicycles free to lucky youngsters, prizes that were the basis of the exploitation campaign onto which the serial was tagged and which was spread all over the city and its environs through every available method, not the least of which was, of course, the weekly radio broadcast.

Conducted each Saturday morning from the stage of the Enright Theatre the "Footlights and Stardust" program was under the sponsorship of the local baking company and conducted by two well known gossip personalities in the "uncle and aunt" class of radio entertainers beloved by youngsters. Brien presented two features, a stage show, the radio broadcast, comedies, cartoons, games on the stage, a song fest with the theatre organist and featured a chapter of "The Monster and the Ape." Quite a show and all for the price of 10 cents to each kid. The radio program featured the bicycle give-away for 20 consecutive weeks.

Just as a recapitulation of what methods Brien used to make known to the populace of Pittsburgh that his theatre was playing "The Monster and the Ape," now that a background has been established, the following is listed:

There were 40,000 tickets distributed to children for the bicycle give-away and on each ticket was printed a plug about the serial.

About 15,000 heralds reached the same prospective ticket-buyers.

One hundred printed pennants adorned the theatre during the serial's run.

Special lobby displays showed 2 of the 40 bicycles to be won, and two other wheels were shown on the stage of the theatre during the regular broadcasts.

Two hundred 14x22 inch window cards appeared in good locations throughout the city.

Three thousand mechanical, paper pop guns were distributed to youngsters who were present at the first chapter showing.

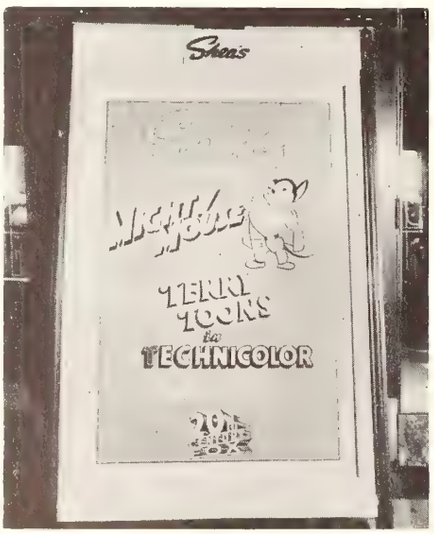
Promoter of a miniature train ride cooperated by giving free rides to lucky youngsters and this fact was advertised on 40,000 "lucky" cards.

"Reward" posters in the amount of 500 were tacked on trees and in other locations and 40,000 Bank Night cards advertised the serial.

Five thousand circus heralds were distributed and 1890 sets of the American Fighter Planes identification cards were given away, each sniped with a sticker advertising the serial.

Three thousand coloring books and 3200 story books for youngsters were given away in advance and during the run. Each was sniped with a sticker.

Memo pads distributed by the Pennsylvania Central Airlines were imprinted with brief announcement copy about the serial and 5000 fan photos also were imprinted. Five hundred window streamers, a train float emblazoned on three sides with "Monster" copy and a five-foot high ballyhoo of an ape with two other street ballyhoos consisting of a regular sandwich man and a young lady carrying an umbrella bearing appropriate copy rounded out the ballyhoo angle.



PERMANENT DISPLAY. Reminder that patrons can see Mighty Mouse and Terry-Toons at Shea Theatres, the display shown above is permanent lobby selling equipment in all the circuit's houses. The one shown here advertising the 20th Century-Fox releases is at Shea's Theatre, Toronto.

Daley Plays Up Short Dealing With Opposition

Although "Challenge to Hollywood," the March of Time short, deals with the expansion of J. Arthur Rank and Odeon, which is direct competition for Famous Players Canadian Corp., Manager Tom Daley of the Imperial, Toronto, a Famous Players theatre, did not hesitate to promote the two-reel short. The subject was accorded prominent space in newspaper advertisements and was described as "highlights of Britain's plans for bigger and better films."

'Hitler Lives?' Tieups Urged by Interstate

Because of the highly topical and provocative nature of the Warner Bros. short subject, "Hitler Lives?" the publicity department of the Interstate Theatre Circuit has published an informative five-page brochure on the best possible methods in publicizing the two-reeler to the fullest extent. The pliability and excellent selling value of this snappy campaign outline should lend itself well to duplication by other theatremen throughout the country.

In suggesting tieups, Interstate prompts its managers and publicity agents to show special screenings of the reel to people who are in a position to advertise the product by word-of-mouth. Screenings are urged for all the town's History teachers, a well-known Protestant Minister, a Catholic Priest, a Jewish Rabbi, the editorial writers of the local newspapers, librarians, and art teachers, a week in advance of the playdate.

Editorials Are Suggested

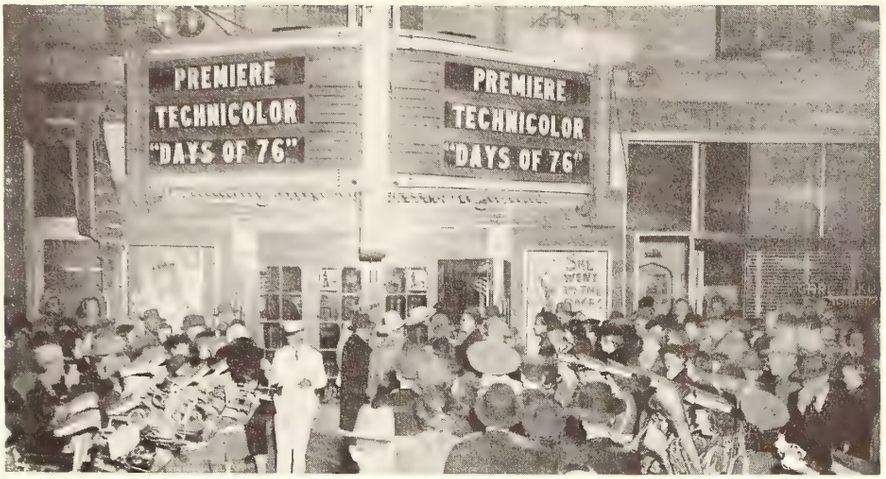
Capitalizing on the word-of-mouth advertising of these exploitive agents, the brochure suggests editorials which can be planted in all newspapers, for and against the short's preachments, just as the editorial writer thinks. Other news stories, quoting the three men of the different faiths, and their opinions on the treatise, would be extremely potent, especially if the theatremen could secure three Chaplains or ex-Chaplains.

A contest inspired by History teachers assigning to their pupils an essay on the subject, "Are There Any Good Nazis?", with prizes of $5 and $10 Theatre Gift Ticket Books for the best article submitted, is another valuable angle the Circuit thinks worthy of Interstate showmen's consideration.

In another contest, art teachers could assign their pupils to draw posters illustrating and advertising the short, which could be displayed in the lobby and used to advantage in conspicuous places.

Along the same lines, posters and placards should be placed in all book stores with books relating to the same subject; also in the library and at all newsstands.


That's for me!
F·L·A·S·H!
THIS IS FOR YOU...
All first week records topped in landslide business at the Oriental, Chicago, as it holds for 2nd big week . . . betters the boxoffice best set by other U. A. pictures playing this ace house!
That's you, brother! Just wait — but not too long — until you see the light in the eyes of moviegoers when they see the lights on your marquee announce woman-loving George Raft and man-loving Ava Gardner in U. A.'s business-loving
WHISTLE STOP
A NERO FILMS PRESENTATION
starring
GEORGE RAFT
with
Ava Gardner • Victor McLaglen • Tom Conway
Screenplay by Philip Yordan, author of "Anna Lucasta"
From the novel by Maritta M. Wolff
Produced by SEYMOUR NEBENZAL • Directed by LEONIDE MOGUY



LIVELY SHORT SUBJECT PREMIERE AT DEADWOOD. Warner Bros.' two-reeler, "Days of '76" had its world premiere recently in Deadwood, S. D., where the subject was photographed, based on a colorful annual celebration there. Scene shows band playing in front of brilliantly lighted theatre on opening night. Day's ceremonies included mammoth parade which brought out 25,000 people. Deadwood's normal population is 5000.

'Days Of '76' Gets Premiere Treatment

How a short with local significance can be built by smart selling into the well known "world premiere" importance has been demonstrated in Deadwood, South Dakota, at the Deadwood Theatre where the Warner short, "Days of '76," was attended by close to 40,000 persons and sponsored by the mayors and chambers of commerce of 15 towns.

The short was made in Deadwood without benefit of Hollywood personalities, the townsfolk taking all parts in the film, dressed in the costumes of frontier days with all of the trimmings.

Parades with bands featured the celebration at the key theatre of the Black Hills Amusement Company, with a radio broadcast via KOTA set by Allen Kohan and Fred Zekman, whose prolific ideas were responsible for the unprecedented turnout. Earl Bell, Denver exchange manager for Warner Bros., was an enthusiastic spectator.

Former Manager Rejoins Pathe

Rejoining RKO Pathe, Inc., M. Clay Adams, recently released from the Navy, will handle customer contacts and production planning in the commercial department. Before enlisting in the Navy, where he was attached to the Navy Training Film and Motion Picture branch in Washington, Adams was with Pathe as manager of the west coast branch.

Officials Attend Short Preview

A special preview of MGM's Crime-Does-Not-Pay short subject, "Purity Squad," in New York this week was attended by representatives of the Eastern District and New York Station of the Food and Drug Administration of the Federal Security Agency, which included chemists, inspectors, wharf examiners and administrative officials.

Sponsor 'Hitler Lives?' Preview

A preview of the Warner Bros., two-reeler, "Hitler Lives?" was sponsored by the Oklahoma City Junior Chamber of Commerce, as part of its luncheon program, which was attended by the Mayor, in addition to newspaper and radio writers.

L. A. Mayor Sponsors RKO Film To Prevent Fatal Accidents

Mayor Fletcher Bowron of Los Angeles turned movie actor at RKO to be filmed while sponsoring and introducing "Report to the People," first of a monthly series of short features to educate the public in avoiding fatal traffic accidents.

The film, directed by Edward Dmytryk and photographed by cameraman Harry Wild, will be exhibited in all Los Angeles theatres.

Abrahams Directing Serial

With two weeks spent on location at Phoenix, Ariz., production continues on "Hop Harrigan," serial which Sam Katzman is producing for Columbia release. Derwin Abrahams directs.

Short Subject Review

Life With Baby *(Very Good)*

20th-Fox **March of Time** **20 mins.**

The birth of over 10 million babies between Pearl Harbor and V-J day gives this latest March of Time a topic which should interest every parent and potential parent besides providing pure entertainment for other audiences. Subtitle might very well be "What Makes Baby Tick," for going directly into Yale University's Clinic of Child Development, the camera reports on the important findings of a study on little tots made by Dr. Arnold Gesell, whose revealing facts on the subject, if embraced correctly by intelligent parents, should enable them to avoid many worries and misconceptions about their own offspring. Gesell's findings recorded on thousands of feet of laboratory reels, show actual exercises given children at various ages; the youngsters' hilarious reactions to these exercises, and the efforts of child psychologists to determine the proper environment for America's toddling youth.

Newsreel Synopses

(Released Saturday, February 2)

MOVIETONE (Vol. 28, No. 44)—Meat crisis averted; UNO delegates hear soldier's viewpoint; Graveyard of German Navy; Carrier FDR on shakedown cruise; Homma of Bataan on trial in Manila; War brings tragedy strife to Indo-China; British wives of GIs sail for America to join husbands; Water show for GIs; Class for mermaids.

NEWS OF THE DAY (Vol. 17, No. 242)—Across U. S. in four hours, 13 minutes; Bevin pledges Britain's aid for world peace; Turmoil in Indo-China; U. S. seizure of plants ends the meat strike; GI war brides and babies set sail for new world; Alligator school; Sledding goes to the dogs; Hardware hats.

PARAMOUNT (45)—Coast to Coast in four hours, 13 minutes; Farmers fight new plague; Hardware headwear; UNO meets first test; Carrier FDR on shakedown cruise.

RKO PATHE (Vol. 17, No. 47)—Byrnes praises UNO; Restore German railroads; Government seizes meat plants; Jet plane in fast flight; Carrier FDR on shakedown cruise.

UNIVERSAL (Vol. 19, No. 472)—Meat on table once more; UNO hears Stettinius; Carrier FDR goes to sea; Navy tests new plane; Graveyard for ships; Fun in the sun.

(Released Wednesday, January 30)

MOVIETONE (Vol. 28, No. 43)—Byrnes pledges U. S. will work for success of UNO; General Marshall arranges signing of peace in China; Battleships for atom bomb test; General Short testifies at Pearl Harbor inquiry; General Wainwright takes new command; First land-based plane for U. S. Navy patrol; Hero chaplain honored by President Truman; March of Dimes fashion show; Ski jumping in Gary, Indiana; Lew Lehr introduces bouncing babes.

NEWS OF THE DAY (Vol. 17, No. 241)—Byrnes pledges all-out aid by U. S. for UNO; Marshall wins truce in China's Civil War; Pearl Harbor Army chief blames war department; President honors U. S. Navy chaplain; Captured Nazi warship here; March of Dimes fashion parade; Snowbirds in flight; Jeep steeplechase in Paris; Exercise for children.

PARAMOUNT (No. 44)—Atom bomb versus Naval vessels; New York critics make award to "Lost Weekend"; Truman awards Congressional Medal of Honor to four heroes; Fashions for March of Dimes; America's newest jet plane; Sky-high skiing.

RKO PATHE (Vol. 17, No. 46)—Navy outlines atom bomb test; UNO Assembly begins job; Government and Communists sign truce in China; General Morgan under fire for statement.

UNIVERSAL (Vol. 19, No. 471)—Atom bomb tests; End of U. S. isolation; Marshall meets with Chinese Nationalist and Communist factions; Wainwright's new command; Aid for martyred Cassino; Dimes set fashion; Ski jump champs.

ALL-AMERICAN (Vol. 4, No. 171)—Nation opens March of Dimes; Children rule in Hill City; Harlem buries police hero; Liberian studies engineering at Colorado school; Yanks at Ft. Lewis have no yen for "yens"; Pickets parade in freezing weather in Chicago meat strike.



FAIRBANKS FETED IN NEW YORK. Jerry Fairbanks, Paramount producer of the Speaking of Animals and Unusual Occupations short subject series, was tendered a cocktail party by Paramount in New York last week. Fairbanks (left) is shown here with Adolph Zukor and Mrs. Fairbanks.

REGIONAL NEWSREEL

CHICAGO

Alex Manta of the Manta and Rose Theatre Circuit, reports that plans are now completed for the new 1500-seat Dunes Theatre to be erected in Michigan City by the Manta and Rose interests. The house, of stadium type, will cost $250,000. Work will get under way in the spring. The Indiana, Indiana Harbor, will get a new lobby and rest rooms as soon as materials are available, while plans for the $100,000 remodeling and modernization of the Roxy, LaPorte, have been held up due to lack of raw materials and the failure of contractors to submit plans owing to the material situation. The Elco, Elkhart, Ind., will get a new marquee and rest rooms and the Hoosier, Whiting, is scheduled for a new cooling and refrigeration system. The Capitol, Whiting, will be overhauled in all departments at a cost of $100,000.

The Variety Club of Illinois installed officers at a buffet supper last Friday at the Blackstone Hotel. Those installed were Jack Rose, chief barker; Edward Brunel, first assistant chief barker; Henri Elman, second assistant; John Balaban, dough guy; Harold Stevens, property master and Canvasmen Will Baker, James E. Coston, Tom R. Gilliam, William Hunt, Jack Irving and Lester Simansky.

The Metropole had a $10,000 fire caused by a bad boiler. The house will be closed until repairs can be made.

The Balaban and Katz Circuit opened the Loop run of "Lost Weekend" at the Apollo last Saturday.

Burglars bound two janitors of the Berwyn and attempted to break open two theatre safes, but had no luck.

John Gillespie, former B & K assistant manager, is dead from a heart attack.

Pat O'Neill of the Granada, has married Bruce Thompson. Joe D. Abramson, former secretary to Jack Kirsch of Allied, is seriously ill in Pasadena, Calif.

Norman Wrobel, manager of the RKO Orpheum, St. Paul, married Jean Hamilton, Universal actress, last week. They will honeymoon in Bermuda.

Juvenile delinquency in Peoria will be combated by a new police bureau under Lt. Stanley Mitchell with the full support of theatre managers.

Dick Horgan, director of the ticket tax division of the Internal Revenue Department, is recovering from a serious illness.

Louis B. Philon is planning to enter the theatre business here and may take over an already established house.

A Columbia auditors meeting was held at the Drake Hotel here last week.

The press met Curtiss Mitchell, Paramount advertising and publicity director at the Congress Hotel last Friday at the invitation of E. G. Fitzgibbons, Paramount publicity director here.

Peter Sarelli, late of the Navy, has joined the State Harrison Theatre as an operator. Joseph Volte, also recently of the Navy, has taken an identical position with the American. Peter Messineo, Army dischargee, is at the Calo. William King, also an Army dischargee, is at the Sun. Joseph Karmazin, has gone to the Parkway from Army service and Reed C. Moore, after three years in the Army, is at the Harvey. Sidney Galtz is at the Parkway from Army service and Dallas Kephart has joined the Chicago Operators Union after Army service.

Columbia is preparing to launch a big campaign behind "Gilda" to tie in with the company's 25th anniversary.

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Will Hays hopes to be able to leave St. Luke's Hospital next week and head for Hollywood.

The Woods Theatre grossed $150,000 with "The Bells of St. Mary's."

"Breakfast in Hollywood" will have its world premiere at the Oriental, February 7.

The Polio Fund here has passed the $150,000 mark.

Mrs. Anna J. Turrell, mother of Harry Turrell, Warner Theatres district manager, is dead after an extended illness. Burial was at Oakwoods cemetery.

Nat Plunkett has been named assistant manager of the RKO Palace.

MILWAUKEE

The members of the Milwaukee Motion Picture Commission—the previewers of films before they can be shown to audiences in this area—are in the doghouse, at least in the eyes of the city purchasing agent, who refuses to okay a certain bill for payment. The amount is $95.52 and is said to cover fancy letterheads ordered by the Commission for its own use. The printing was ordered, it is reported, by William V. Geehan, former chairman of the commission, who is said to have joined the forces at Hollywood.

LaSalle, Ill., is the home of Alger Theatres & Affiliates, with 13 houses in Illinois. Gil Martin, city manager for the four theatres at Urbana-Champaign, the twin University of Illinois cities, says that selection of movies for college towns presents a problem different from the average. For instance, at one of the show houses in the Twin Cities, Westerns are demanded; in another section, it is necessary to cater to the entire family, with possibly a Western at the matinee on Saturday for the kids, but at the Co-Ed Theatre in Champaign on the Illinois U. campus, greater care must be taken in the selection of subjects, with a judicious mixture of mystery and other movies which would not take so well at the other three houses. Thus, a greater amount of editorial work on the part of a manager in a university town is necessary.

Milwaukee's Abby Theatre, in a residential section, is drawing crowds to see the story of Norway's liberation. As it is not known when the film will be shown in other sections of the city, the Scandinavian population can be seen trekking to the south side to view the havoc wrought by the Germans in Norway and what is being done to rehabilitate the country.

The Sparta, Sparta, Wis., having been damaged by fire on Jan. 4th, had to be shut down until the 10th for repairs and checking of equipment.

Wonewoc Theatres, Inc., has been organized at Wonewoc, Wis., the incorporation papers authorizing the "construction and operation of a theatre or theatres," the incorporators being W. F. Fox, Vernil F. Mueller and F. A. Horkan.

A permit has been granted to A. Bergstrom of Augusta, Wis., to remodel a building for use as a movie house. It is a one-story structure, 35x90. The architects are Boyum, Schubert & Sorenson of La Crosse. Plans are now being drawn.

BOSTON

John J. Dervin is the new chief barker for the Boston Variety Club, Tent 23. Dervin, branch manager for United Artists, has been connected with the company for 22 years. Dervin has headed many civic and social organizations and has given a great deal of his time to Red Cross, United War Fund and War Bond organizational work. He also has aided greatly in raising money for Children's Hospitals and is active in the work of the Bay State Society for the Crippled and Handicapped Children whose Easter Seal campaign netted 108,000 members last year. Dervin has announced the following committees for the Variety Club: Maurice M. Wolf, Arthur Lockwood and Murray Weiss, Heart; Joe Cifre, chairman, James Marshall and Philip Marget, Service; Harry Rogovin, chairman, George Horan, Harold Stoneman, Membership; Phil Engel, chairman, Arnold Van Leer, Harry Browning, Shepard Epstein and Bob Ungerfeld, Publicity; Maurice N. Wolf, chairman and five more members to be named on Entertainment; Jack Myers, chairman, and Mike Halperin, Summer Camp Committee.

The State Censorship Board of Massachusetts during the past year saw 4815 reels and approved 4760 reels. In 42 instances, eliminations of certain parts of the pictures were made for Sunday showings and in 13 instances, the films reviewed were wholly disapproved for Sunday showing. The City Censor of Boston reviewed 3000 pictures and approved all except half a dozen and in only 24 instances were eliminations of any sufficient importance made to attract attention from press or theatres.

Harold Rubin, Popper Supply Company, has returned to his desk after being out two weeks recuperating from injuries received from an accident in his automobile.

Bill Horan, branch manager at Warners has returned to work after a vacation spent in Florida.

Harry Browning, who heads the M. and P. publicity department, was home sick last week with a case of the flu.

Ed DeConnick, former manager of Wilbur Peterson's Orpheum, Sommerville, recently returned to that position after more than two and a half years in the ETO.

The death of Harry I. Levitan, 74, of Dorchester, came as a blow this week to many of the theatrical business who knew him. The services for the pioneer producer were held at the Stanetsk Funeral Home and he was buried in Saugus, Mass. He came to this country 60 years ago and entered the theatrical business at the old Academy of Music in Chelsea. In 1916 he

(Continued on Page 36)

No Wonder

IT'S AS BIG ON B'WAY AS EVERYWHERE ELSE!



"Dick Powell is at his best . . . suspense is paramount, and has Edward Dmytryk's shrewd direction as well as a clever story to make the most of it." — Dorothy Masters, N. Y. Daily News

"A stunning melodrama, stunningly played by Dick Powell." — Howard Barnes, N. Y. Herald Tribune

"Drama which builds to a violent climax, a committing of murder that is as thrilling and brutal as any you are likely to encounter in a month of movie-going." — T. M. P., N. Y. Times

"Dick Powell's acting is superb . . . an unusual and intriguing melodrama." — Frank Quinn, N. Y. Daily Mirror

"A tough up-to-the-minute melodrama . . . has tension and impact . . . saves up its aggressive action for blasting climaxes." — William Hawkins, N. Y. World Telegram

"Hard-boiled, action-crammed melodrama . . . terrific suspense." — Eileen Creelman, N. Y. Sun

"The tough-guy racket is paying off for Dick Powell." — A. W. N. Y. Post

"Don't miss this enormously suspenseful thriller." — Rose Pelswick, N. Y. Evening Journal

"As a thriller, 'Cornered' is head and shoulders above the average." — Time Magazine

"A tough, suspenseful melodrama." — Newsweek

NATIONALLY ADVERTISED to 26,000,000 CIRCULATION

with full pages in

SATURDAY EVENING POST
LIFE • McCALL'S • COLLIER'S
LOOK • REDBOOK
TRUE • OFFICIAL DETECTIVE STORIES
TRUE DETECTIVE
MASTER DETECTIVE
INSIDE DETECTIVE
FRONT PAGE DETECTIVE
and FAN LIST.



DICK POWELL

IN

Cornered

RKO RADIO PICTURES

with Walter SLEZAK

Micheline CHEIREL Nina VALE Morris CARNOVSKY Edgar BARRIER Luther ADLER

Produced by ADRIAN SCOTT · Directed by EDWARD DMYTRYK · Screen Play by JOHN PAXTON

REGIONAL — *Continued*

purchased a theatre which he named the Levitan Hub Theatre and retired in 1928.

According to figures submitted by the American Board of Arbitration, the local offices for the New England area with Henry de la Morandiere in charge as arbitrator, handled successfully nearly one-fifth of the cases in the United States during the past 5 years.

James Dempsey, manager of the Lynn Theatres in the M. and P. chain, has been made a district manager and parts of the district served by Franklin MacManus and Hy Fine, will be merged to create an entirely new district over which Dempsey will preside. The move is heralded as marking further expansion by the large M. and P. organization. Dempsey has long been one of the most active and popular theatre managers in the Boston area.

Jack Cron, recently discharged from the Army is a prominent newcomer to the Hub's Film Row. He is making his bow in the industry as a booker with PRC.

PHILADELPHIA

The eighth annual meeting of the Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., was held January 30 at the Warwick Hotel. Sidney Samuelson, general manager of the organization, announced the following nominations to have been submitted: E. B. Gregory, Leo Posel and Charles Stiefel for members of the board of governors from upstate for a three three year term; Harry Chertcoff, Lancaster, and Charles Moyer, Bethlehem, for members of the board of governors from up-tate for a three year term; George Ickes, Duncannon; Thomas Lazarick, Philadelphia; Lester Stallman, Reading; Max Korr, Allentown and George J. Riester, Shamokin, alternate governors for a one-year term.

Philadelphia amusement taxes took a big jump in 1945 over 1944, according to an announcement released by Edgar W. Baird, Jr., Treasurer of the City of Philadelphia. In his annual report for the full year of 1945, amusement taxes amounted to $1,865,581 as compared to $1,493,346 for 1944.

Corporal Harry W. Epstein, son of Ely Epstein, RKO salesman, is out of the Marine Corps.

The home of Sidney Kapper was robbed, with cash, jewelry and other items being taken.

A robbery at the New Lyric Theatre in Germantown, netted $268 for the robbers.

Collections in the theatres for the March of Dimes are reported to be even better than last year. The Greer Garson trailer seems to make people start digging as soon as they see it.

Robbers who broke into the Erlen Theatre, unable to get into the safe, vented their spleen by ransacking desks and files, but the loss was negligible, according to an official of the A. M. Ellis Theatres, the owners.

The Columbia exchange is taking on a festive appearance as the decorations for the 25th Anniversary Celebration near completion. Highlight of the display is a huge cake made of beaver board and asbestos, with huge electrically lighted candles, topped by the figure of the Columbia trademark holding aloft a lighted torch.

Lt. Colonel Jack Mulhall, former district manager for the Warner Theatres in the Wilmington area, has returned from overseas service, and is reported attached to Army headquarters in New York while awaiting discharge.

Henry Weiss, PRC salesman, has designed to pick up his law practice.

Larry Graver, Warner district manager, is recuperating after an illness.

Magnus, all-plastic harmonicas, were distributed to the Philadelphia motion picture critics last week by Milt Young, Columbia exploiteer, to get them ready for the big harmonica scene in "Tars and Spars." With the harmonicas were lessons for playing, so that the critics could become expert by the time the picture is played.

Harry M. Kalmine, Warner Theatres president and general manager, conducted a two-day meeting of theatre zone executives here over the week-end on product. Attending were Harry Rosenquest, short subject film buyer; Harry Goldberg, advertising and publicity director for the circuit; Leon Schlesinger, home office executive and Ted Schlanger, Philadelphia zone manager.

DALLAS

Lynn Smith, Gonzales Texas resident partner of R. E. Griffith Theatres, operating the Pix and Crystal in that city, was in Dallas recently conferring with officials of the Griffith Theatres and Jack Corgan, architect, on plans for the construction of a new deluxe theatre in Gonzales. Actual construction is expected to commence in the near future on property purchased several months ago.

Colonel William McCraw who came to Dallas to visit old friends in the motion picture industry, spent several hours at the Variety Club. Colonel McCraw will be released from active duty within the next few weeks and will return to Dallas to resume his private law practice.

Robb and Rowley opened their new De Luxe Stephens Theatre in the Stephens Park addition.

Phil Isley also opened his new suburban theatre, the Granada, located on Greenville Ave.

Eddie Shafton, active in Variety Club projects for many years, and member of the Omaha Tent, has just been released from service and came through Dallas.

Harold Beecroft has reported to 20th Century-Fox as new branch manager.



PEPPIATT TENDERED LUNCHEON. Leading Philadelphia exhibitors tendered a luncheon to C. E. Peppiatt, newly appointed 20th Century-Fox district manager, at the Ritz Carlton Hotel, with A. W. Smith, Jr., eastern sales manager, as master of ceremonies. Seen above (l-r) are: John Turner, Sam Gross, Peppiatt, Lester Kreiger, Smith, Lou Davidoff, A. J. Vanni and L. Minsky.

PORTLAND

Jack Edwards, manager of Treasure State Amusement Company of Helena, Montana, has announced the construction of a $200,000 theatre with a seating capacity in excess of 1000.

Capt. Frank C. Rubee, new motion picture officer in the Ninth Service Command, is the guest of Richard Schmidt, general manager of the Army Booking Service.

Capt. John von Herberg of the Army Air Corps is back in Seattle from California.

E. A. (Russ) Holcomb, is in the Seattle district for Altec Service.

Mrs. Kenneth Cockerline has been appointed to the Portland Motion Picture Board of Review, and will represent the independent theatres on the board.

Joel E. Ferris II, has joined the staff of Eric Johnston, moving from Spokane to Washington, D. C.

Herbert Kaufman, Paramount branch manager, accompanied by Max Hadfield, salesman and Hannah S. Trager, office manager, went to Denver for a managers meeting.

Tom Shearer, Jr., after three years in the Army, is out of service and taking a position with the B. F. Shearer Company, San Francisco.

Maxine Squire of 20th-Fox, announced her engagement to Tom Blair, formerly with the Coast Guard.

Six thousand leather billfolds, each containing a new $5 bill, were given to hospitalized servicemen by theatre patrons of Washington State.

Francis Bateman, Western district sales manager for Republic, accompanied by Frank Soule, auditor, has gone to take over the Sheffield franchise in Portland and Seattle.

LOS ANGELES

Los Angeles, the most crowded community in the nation these days, received partial relief from the Spartan Aircraft Company in the form of a handsome new trailer. On two occasions, trailers were given away to a veteran with a family who had been unable to find housing. The stunt as aired over the "People Are Funny" program.

Some changes are expected in the plans for the new Earl Carroll Theatre Restaurant, scheduled to be finished in one year. Breaking ground for the site begins next month.

Bill Flemion and Sam Decker at Screen Guild report that their special horse feature, "Wildfire," is going like wildfire, following a four weeks run at the downtown Paramount. Fox West Coast is booking the film in many of its houses, according to the Screen Guilders. Marian Rische, a newcomer to the Row, was added to the staff as a steno-bookkeeper.

Seen along Film Row were Harry Milstein, Gardena Theatre, Gardena, and also owner of the Torrance, Torrance; Sam Russo, Casino, San Diego; Judy Poynter, Ramona, Ramona; Evert Cummings, Meralta and Victory theatres, Downey and the Ridgecrest, Ridgecrest. Leo Hammacher, Victoria and Ramona theatres, San Diego.

New owner of the Pico Theatre is Milton J. Narwitz, who purchased the house from B. J. Amer . . . Louis Berkoff sold his Cinema Theatre to the Broder Theatre Corp. . . . Harold Stein now has the old Wisteria Theatre in Sierra Madre, having bought it from George Tidrick. Stein has changed the name to the Sierra Madre.

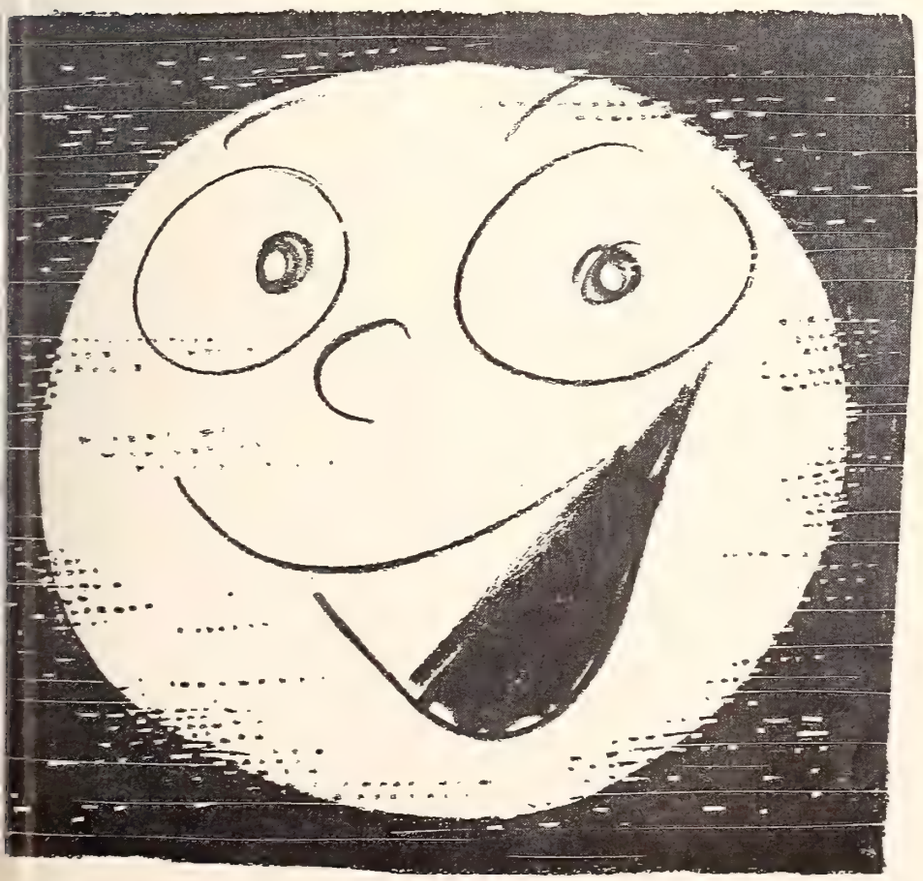
Branch Manager Morty Solomon of Monogram reports very successful reaction from the run of "Sunbonnet Sue" at the FWC downtown theatres. . . . The latest Charlie Chan, "The Red Dragon," opened at the Orpheum . . . Martin McCarthy and Larry Bristol, Monogram salesmen, made a trip to Arizona and the Imperial Valley . . . Deals for 1945-46 product were closed by Monogram with the Southern Cali-

(*Continued on Page* 38)

2¢ Weather COLDER Details on Page 2 DAILY PAPER 3c In Suburbs 5c Elsewhere 2¢

Vol. 23. No. 134. NEW YORK, FRIDAY, JANUARY 25, 1946 FINAL 6 A.M. ★★★★

ARMY RADAR CONTACTS MOON



THE FIRST THING HE SAID WAS "WARNERS, WHEN DO WE SEE STANWYCK in 'MY REPUTATION'"!

BARBARA STANWYCK in "MY REPUTATION"
with GEORGE BRENT • Lucile Watson • Eve Arden
Screen Play by Catherine Turney
From the novel "Instruct My Sorrows" by Clare Jaynes
Music by Max Steiner
Directed by CURTIS BERNHARDT Produced by HENRY BLANKE

REGIONAL — *Continued*

fornia Amusement Co. and the Olmstead-Nace Arizona Circuit.

Fox West Coast's "Dick" Dickson of the purchasing dept. reports a general refreshening program being carried on throughout the houses . . . the Vogue in Hollywood is getting unique repairs, with a novel system of fluorescent lighting being installed and a new sound system . . . The Chinese lobby also received a going-over . . . B. J. Leavitt's Granada Theatre has a new sound setup . . . Spencer Wilson is back on the job as Granada manager following his release from the Navy . . . Frank Orlando is at the helm of the Elmiro, another Leavitt house, having been discharged from the Navy, also.

Holder of the title of oldest man on the Row is "Pop" Shontz, who with his son, operates the Shontz Film Delivery Co. "Pop," who is 74, is still very active and easily belies his age.

S. B. Seck gave a new paint job to his Adams Theatre . . . Doug Somlyo, former assistant manager of the Downtown Music Hall, is now manager of the Hollywood Music Hall. Flora Beytebiere transfers, too, as cashier . . . D. Luce replaced Somlyo . . . Catherene Yocum was added to Downtown M. H. staff as bookkeeper . . . Norma Muhlman, accountant with the main Music Hall Theatres office, was feted at an office party recently in honor of her birthday.

BUFFALO

Howard Minsky, after two years in the armed forces, has been appointed 20th-Fox branch manager, replacing Ira Cohen, who has been transferred to New York as special representative.

The Glen, Watkins Glenn, formerly owned and operated by G. H. Tooker, has been taken over by John Osborne, Jr.

The wife of Alec J. Herman, Warner branch manager, is dead.

Dalton Burgett of the Regent, Dunkirk, returned from Florida.

Joe Shure of the Fabian Albany office is ill.

Shea's Buffalo celebrated its 20th anniversary last week. The picture was 20th-Fox's "Colonel Effingham's Raid."

Theatre parties, to provide funds for the observance of "I Am An American Day," scheduled for May 19, were held in Shea houses here, including the Buffalo, Great Lakes and Hippodrome, under the auspices of the Erie County citizenship committee.

Seen along Film Row: Tom Rance, Cattaraugus; Effie Bettigole, Rivoli, Syracuse; Jim Ryan, Ithaca; Jim Cranides, Portville and Allegany.

OMAHA

Jerry F. Reeves, Omaha Theatre operator, is a patient in St. Joseph's Hospital.

"The Bells of St. Mary's," now entering its fifth week at the RKO-Brandeis Theatre, has set an all-time record for a continuous run for any picture to be shown here.

Jim Schlater, recently discharged from the Army, is back at his old post as assistant manager of the Orpheum.

Mrs. Jack Redmond, wife of the RKO Theatres' district manager, has rejoined her husband at their new home in Minneapolis.

John Connella, assistant manager at the RKO-Brandeis, was transferred to Minneapolis January 30. Mary Dorland, former secretary to Redmond, is helping with the book work temporarily.

Omaha will be one of three cities in the Tri-States Theatres Circuit territory featuring on-the-job-training for veterans who want to learn to become managers, assistants and treasurers. William Miskell, district manager, expects at least 10 in the first group of trainees here. The course will cover a year's time and at least two thousand hours.



GIFT FOR KOGOD. Retiring Chief Barker Fred S. Kogod of Washington Variety Club Tent No. 11 receives a watch presented by J. E. Fontaine, new Chief Barker for 1946, on behalf of the Club. Presentation was part of the ceremonies at the annual Induction of Officers' luncheon held recently at the Willard Hotel in Washington.

Ben Fish, Samuel Goldwyn representative, spent several days in the city.

R. D. Goldberg of the R. D. Goldberg Circuit is in Chicago on business.

George Bonacci, recently discharged from the Army, has rejoined United Artists as a shipper.

Lucille Sorenson, MGM stenographer, wrenched her back in a fall on the ice.

Jean Wildfang is a new Columbia employe. She will succeed Peggy Butell, booker's secretary, who moves up to secretary to Branch Manager Joe Jacobs.

William Miskell, Tri-States district manager, spent several days during the week at the circuit's Grand Island theatres.

Herbert Berman, Columbia salesman, is trying to buy a new auto. His old one was demolished by fire while he was driving outstate.

Joe Jacobs, Columbia branch manager, was in Des Moines for the 20th wedding anniversary celebration of the Mel Evidons. Evidon is Columbia chief there.

Wallace Johnson, former RKO salesman, is back from the Army. He is expected to rejoin RKO soon.

Mrs. Vivian Schertz, who has worked in a number of exchanges along the Row, is pinch-hitting at Columbia.

Robert Ballantyne, head of the theatre equipment firm bearing his name, is in Chicago.

George March, recently discharged from the Army and former exhibitor in the territory, is on the search for a couple of new theatres.

HARRISBURG

A legal advertisement in the city papers, discloses the fact that bonds amounting to $7500 have been called for redemption February 1 by the Locust Street Real Estate Company, for the Wilmer and Vincent Amusement Corporation. The bonds were issued February 2, 1925, under terms of a mortgage. The original six per cent value has been reduced to five per cent.

Crowds flocked to the Rio this week to see the re-issue of "My Favorite Blonde," the Bob Hope vehicle of several seasons ago. It was billed together with "Out of the Depths." Last week the Rio revived "Buck Benny Rides Again" successfully.

Personal items of the industry locally find Catherine Baker, former aide at the Senate, back on the staff; Evelyn Smith, student assistant at Loew's Regent, on a holiday in Canada and Jack Day, former W & V-Fabian veteran, going to Richmond, Va., as manager of the Lee there.

Although several letters have been received from servicemen who are protesting the return to civilian prices for servicemen at the Senate Theatre, the Harrisburg *Telegraph*, liberal evening daily, has published only one to date. The missive from the GI, who inquires if the theatre knows there are still several million men in uniform, appeared on the paper's editorial page, with no comment pro or con. The letter, incidentally, was not answered publicly by the theatre.

Sam Gilman, manager of Loew's Regent, has received a telegram from Cmdr. John D. Bulkeley, USN, who was a guest here in connection with the showing of "They Were Expendable," thanking Gilman for the pleasant visit.

According to a sign posted on a building in Steelton, the plot thereon has been purchased by Harry Chertcoff, and will be the site of a new theatre, replacing one of the present two houses in that borough, also owned by Chertcoff. The new plot adjoins the Standard Theatre, and it is understood a $150,000 theatre will be erected. Steelton voters last November polled Sunday movies into the town, only municipality in Dauphin county to approve the referendum.

At the Senate, "The Bells of St. Mary's" set an all-time record in both attendance and money, and Bob Sidman, manager, believes it might have been an all-time record for any theatre in the city. The show closed after three weeks, having played to 70,000. Harrisburg's city and suburban population is 88,000.

MONTREAL

On the return of the Canadian Grenadier Guards, a regiment steeped in tradition, the saluting base was under the marquee of the Capitol, and although it held no particular tieup with "Lost Weekend," the house gained much by the newspaper announcements. The request for a "roof" was made by the military authorities and not solicited by Consolidated.

Mike Poller, assistant general sales manager of RKO and Dave Prince, drive manager, are here this week from New York to discuss matters with Hatton Taylor, local manager, with regard to the Ned Depinet Drive. Also in town for conferences are Leo Devaney, Toronto manager, and H. H. MacArthur, from St. John, NB..

Gratton Taylor and Archie Cohen of Warners, are slated to remain in the Montreal office for the time being. Babe Coval declares things are not moving too quickly at present, but is optimistic over two films due here shortly.

The Province of Quebec Safety League has congratulated the Greater New York Safety Council on the results obtained through the use of one-minute safety shorts now being shown throughout the country. They expect to launch an intensified capaign here, with police helping in the promotion.

Work is going forward on the former Regent in Ottawa to convert the house to more modern style. The project will cost $10,000 and when finished, is expected to be dolled up to draw the carriage trade.

Eleven members of Famous Players became members of the "25 Year Club" at a banquet held recently in Toronto. Each was presented with his choice of a watch or $100 war bond. They also received membership badges and the promise of a months' holidays, come summer, in lieu of the usual two weeks. The event was held at the King Edward Hotel and voted a sucess by all.

The Toronto city council is after the movies and radio again. This time it passed a motion asking Ottawa to ban gangster and crime material and requested the Ontario Censor Board to crack down on movies dealing with lawlessness. There was no comment from the government, except to say that such matters were

(*Continued on Page* 40)

in Glowing TECHNICOLOR!

COLUMBIA PICTURES presents

CORNEL WILDE

Star of "A Song to Remember" and "A Thousand and One Nights"

as
e Son
f Robin Hood!
Dashing lover!
Outlaw!
Adventurer!

The BANDIT of SHERWOOD FOREST

th Anita LOUISE • Jill ESMOND • Edgar BUCHANAN



Screenplay by Wilfrid H. Pettitt and Melvin Levy
Directed by GEORGE SHERMAN and HENRY LEVIN
roduced by LEONARD S. PICKER and CLIFFORD SANFORTH

COLUMBIA'S
SILVER ANNIVERSARY
1946

REGIONAL — *Continued*

under observation constantly.

Cleveland movie men need not view the current newspaper difficulties with alarm, if the press there rises to the occasion as it did in Winnipeg. Compositors et al., are still out there, but the journals have hired returned war veterans who have proved successful in putting out a fair sheet. Theatre ads have not suffered in the slightest. As a matter of fact, exhibitors save money, since the *Tribune* and *Free Press* are combined until matters are settled. Furthermore, ad space is piling up.

Rumor has it that there will be a new house on Stanley Street with an entrance on Windsor. If the deal goes through, it will have to be one of the best to survive in the area where there are now a number of major cinemas. Plans for Odeon's ultra-ultra plant have been made known, and they shade any for new houses elsewhere in Canada.

Word that the Duke of Windsor may head a new Rank set-up engulfing Eagle Lion and Worldwide have been branded here as so much mularkey. The merger deal is definitely in the offing, according to gossip along Film Row.

CINCINNATI

Edna Osage was honored for 25 years service with the MGM office last week at a belated MGM Club Christmas Party at the Hotel Alms. She was presented with matching pin and earrings and a silver horseshoe filled with 25-cent pieces. Out-of-town exhibitors who called at the MGM office last week included Gene Custer, Charlestown, W. Va.; George Revelis, Washington Court House, Ohio; Milt Levine, Williamson, W. Va.; Miss Jean Ferguson, Columbus, Ohio; Orville Wood, Camden, Ohio, and Ray Hautz, Milford, Ohio.

Sgt. Robert Bicknell, former shipping clerk at Paramount, called at his old office after two years overseas.

Mrs. Arnold Brauer, formerly "Sis" Dall, assistant cashier at 20th-Fox's Cincinnati office, was a visitor from Aurora, Ind.

United Artists has announced a district meeting to be held at Detroit February 7, 8 and 9. Delegates from the Cincinnati office will include Harris Dudelson, branch manager; Jack Finberg, Lloyd Krause and Don Pasin, salesmen, and Gus Boudreau, office manager.

"The Bells of St. Mary's" was prescribed as treatment for a sick marriage by a Cincinnati judge recently. Judge Dennis J. Ryan, who tries contested divorce cases, related with satisfaction how the motion picture helped to reconcile a couple whom he had been unable to bring together by the usual methods of persuasion. Their only child was in a boarding school as a result of their separation. The similarity of their case in several respects to the situation developed in the movie occurred to Judge Ryan when the case was due for hearing, so he sent the couple, with the bailiff, Martin Huppmann, to see the picture at the Grand. The bailiff reported on his return that the husband invited his wife to dinner afterward and that they appeared to have been reconciled, Judge Ryan said.

Attending the convention of Independent Theatre Owners of Ohio at Columbus last week were E. M. Booth, MGM resident manager at Cincinnati; Joe Oulahan, Paramount's Cincinnati branch manager; J. J. Donohue, Paramount's New York division manager; Harry H. Goldstein, Paramount's Cleveland district manager; 20th-Fox's J. J. Grady, district manager and Al J. Bugie, branch manager, who were joined by William C. Gehring, former Cincinnati branch manager, now Central Division sales manager who was a guest speaker at a convention dinner; PRC's Harry Bugie, branch manager, and Sam Weiss, salesman and Republic's George Kirby, branch manager and Paul Krieger, salesman.

ALBANY

The Variety Club of Albany will tender a testimonial dinner to its retiring chief barker, H. L. Ripps, February 9 at the Colonie Country Club. Also to be honored are various members who have been promoted during the past year and who include Joseph Miller, PRC district manager; Clayton Eastman, United Artists; Holbrook Bissel, Columbia; Jack Armm, PRC; Edward Hochstim, Columbia; Harry Lowe, National Screen and George Jeffrey. The new chief barker, Charles A. Smakwitz and his crew, composed of Harry Lamont, Clayton Eastman, James P. Faughnan, Eugene Lowe, Harry Alexander, Dick Hayes, Joe Shure, Nate Winig, Arthur Newman and Neil Hellman, will be sworn in. Approximately 250 guests are expected to attend the affair which will be an informal dinner dance. Executives from New York have been invited and a large contingent are expected from Buffalo and Cleveland as well. The committee in charge includes Smakwitz, chairman; Winig, Alexander, C. J. Latta, Leo Rosen, Lamont, Lowe and Doc Kalison.



Charles Smakwitz

Sgt. Donald G. Schine, son of Mr. and Mrs. Louis W. Schine of the Schine Circuit, Gloversville, was awarded the Medal of Merit last Wednesday in Washington for work in the Army Communications Service. A Yale student prior to the war, Sgt. Schine will return to the college following an Army discharge.

MEMPHIS

Ed Rowley, Jr., city manager at Little Rock for the Robb & Rowley Circuit, has been succeeded by Dave Callaghan, former city manager at Waxahachie, Texas. Rowley plans to go into production in Mexico City and Texas. Simultaneously, Harold Robb, Jr., just out of the armed services, has moved into Little Rock as part of the training he intends to give himself in theatrical management. Rowley and Robb were recent Memphis visitors, and were entertained at luncheon while here by L. W. McClintock, branch manager of Paramount.

Tom Donahue has returned from service and begun work as a salesman for Paramount, having been in the booking department for six years before he entered the Army.

Lt. Charles (Babe) Rounseville is on terminal leave from the Army and returned to work as a Paramount salesman.

L. W. McClintock, Paramount branch manager, went to Chicago January 22 for the Paramount sales conference there.

Memphis Variety Club is planning an experimental issue of its own publication, and if the first issue proves popular will make the publication a regular club feature. Herb Kohn, chief barker, has appointed Tom O'Ryan of Transitads, Inc., Ralph Prichard, theatrical printing and Tommy Baldridge, MGM salesman, as a committee to handle business arrangements. The editorial committee will be composed of Harry Martin and Mike McGee of the *Commercial Appeal* and Bob Johnson of the *Press-Scimitar*.

P. H. Pierce, veteran Memphis theatrical man, has acquired the Normal Theatre in Memphis, trading the Von Theatre at Hernando, Miss. to John Mohrstadt of Hayti, Mo., for the Normal. Mohrstadt operates a chain of mid-south houses.

George Gaughan has been appointed office manager of the Paramount Memphis branch. Before entering service he was with the Dallas office.

Lloyd T. Binford, chairman of the Memphis Board of Motion Picture Censors, failed to arrive for a meeting of women here last week at which he was supposed to speak. He had told the women that he would speak provided the press was excluded. The Associated Press and the Memphis newspapers had planned to cover the meeting. The women had gathered to hear the censor. His excuse was that an unexpected business visitor had arrived in town. Binford, however, has given his okay for the showing here of "Scarlet Sister." It will show at the Malco. "The Outlaw," also has been given the Binford okay and it will show at Loew's State.

They Should Know

The Alcoholics Anonymous Club of Omaha gathered in judgment at the opening of "The Lost Weekend" at the Paramount Theatre recently. While they liked the picture, typical reaction was that Don Birnam, played by Ray Milland, was an amateur compared to some of the Club's own members.

PITTSBURGH

Mrs. Minnie Nixon, cashier for Paramount for the past 18 years, has resigned to devote her entire time to home duties. Her husband has just received his discharge from the Army after several years service overseas. She has been succeeded by Ida Wolf, formerly bookers' stenographer.

Saul I. Perilman has returned from military service and resumed his former position as sales representative for the local Monogram exchange. Robert Petrie, recently discharged by the Navy after three years service, has also resumed his former position with National Screen Service.

William Mayer, aged 76, founder and publisher of the Mayer Press, died suddenly in his office last week. Until recent years he was publisher of a local weekly paper, the Pittsburgh Motion Picture Bulletin, and was well known in this territory.

James Ley, booker for Universal before entering service, has received his discharge and is resuming his former duties with that company.

Byron D. ("Buck") Stoner, recently promoted to district manager on the Coast for 20th Century-Fox, who before joining the latter organization was branch manager for MGM here, and later buyer for Pennsylvania Enterprises, Inc., booking combine which merged with Cooperative Theatres, Inc., was a welcome visitor to his old stamping ground this week.

C. E. Peppiatt, new 20th-Fox district manager, was introduced to over 100 exhibitors at a company luncheon last week at the William Penn Hotel. A. W. Smith, Jr., eastern sales manager, acted as host at the lunch, attended by branch managers and salesmen from the 20th-Fox organization.

WASHINGTON

Jimmy Stewart, former air force colonel, and now back to his original status of movie star, was a visitor in Washington recently, doing his part for the March of Dimes Drive. In a sidewalk broadcast in front of Loew's Capitol, Jimmy spoke before hundreds of admiring fans.

John J. Payette, general zone manager of Warners, is back at his desk following a siege of flu which necessitated hospitalization.

Bob Folliard, RKO district manager, was a recent visitor at the local exchange.

New switchboard operator at Universal is Estelle Huddleston.

Sid Hoffman, former manager of the Kennedy, and recently discharged from the Navy, announced his home-coming in an original man-

ner in the "Depotscope," a bulletin published by the U. S. Naval Mine Depot, Yorktown, Va.

Sid Zins, Columbia publicist, has been a frequet visitor at Warners conferring with Frank La Falce and Bill Ewing on "Kiss and Tell" and "Tars and Spars."

Josephine Neil, billing clerk at 20th-Fox, was married to William Henry Deavers, Jr.

C. E. Peppiatt, new district manager at 20th-Fox, with headquarters in Philadelphia, was a recent Washington visitor.

J. B. Brecheen, RKO branch manager, visited Richmond and Baltimore this week, and Doug Beck, exploiteer, made a trip to Richmond.

Wm. C. Ewing, assistant director of advertising and publicity at Warners, reports that daughter, Beverly, a freshman at Williamsport-Dickinson Junior College, paid her parents a surprise visit during exam week.

Edith Weber of 20th-Fox, took her winter vacation at Lake Placid.

Frank Fowler, general manager of the Wilder Circuit in Norfolk, was at RKO for a session of booking. Leon Bamberger, sales promotion manager of RKO, was also a visitor at the exchange.

Jack Kohler, former booker at RKO, has been discharged from service and is back at his old job.

Theo Shupe, secretary to A. J. Brylawski, Warner real estate dept., will be married to Lee Suit on February 8.

DENVER

A burly, six-foot 200-pound man, who later said he was drunk, wandered into the apartment of Ed Mapel, over the Gem Theatre which he owns, one night last week. Mrs. Mapel had gone to the apartment to dress for dinner and the man, a Negro, knocked her down and started beating her, telling her if she yelled for help he would kill her. She yelled, however, and Mapel came running, grappled with the intruder, and the three rolled down the stairs to the street, where Mapel held on until the police arrived. In the roll down the stairs, Mapel broke his right leg in two places, at the knee and ankle. Mr. and Mrs. Mapel were taken to the hospital, where an operation was necessary on his leg, due to bone splinters that were discovered by x-ray. Mrs. Mapel incurred bruises in the fall. Mapel, aside from operating the Gem, is also president of the Denver City Council.

The Central City Play Festival will reopen this year after being shut down because of the war, gasoline and tire shortages. The affair will again become an annual affair each summer and will utilize the 66-year-old opera house at Central City, 45 miles west of Denver. The offering this year will be two operas, according to announcement by Rick Ricketson, president of Fox Intermountain Theatres, as well as president of the Central City Opera House Association. "Abduction from the Seraglio" and "La Traviata" will be offered, with the festival running three weeks. Frank St. Leger, assistant to Edward Johnson, managing director of the Metropolitan Opera, will return as director and producer. St. Leger directed four of the Central City productions in the period from the opening in 1932 to 1941.

Ted Halmi has moved his Denver Advertising Co., which produces all kinds of display material for theatres and other businesses, to 1456 Welton.

Mike Roth, former manager of the Broadway, died at Mercy Hospital from pneumonia, one of the complications arising from a gall bladder operation. Mike came here from Kansas City and remodeled and reopened the Broadway, and later resigned to enter the popcorn business. He is survived by his widow Sara. Funeral and burial were in New York.

Joe Emerson, former salesman for RKO, is expected to be discharged from the Army this week.

Mike Cramer, manager; Bill Prass, exploitation and Al Brandon, have just returned from an MGM sales meeting in New York. Now on their way to similar conferences, are James Micheletti and Al Hoffman, salesmen.

Francis Bateman, western district manager of Republic, is in Denver conferring with Gene Gerbase, manager.

Robert Hill, manager, is really dolling up the Columbia exchange for the 25th anniversary of the company this year. It is one of the finest, if not the finest, decoration jobs this writer has seen.

Sgt. Don Tweedale, Columbia shipper, is being discharged from the Army and Sgt. Arthur Shooker, son of Barney Shooker, Columbia salesman, has also been discharged.

Owner C. U. Yaeger has moved Jim Reser, Pioneer manager to the Jewel. Dick Dekker, Jewel manager, goes to the Gothic and Henry Herzog moves from the Gothic to the Pioneer.

Mr. and Mrs. Fred Curtis of the Teepee, Thermopolis, Wyo., have gone to California for a vacation.

L. N. Scheideggar, owner of the building, has taken over the Star at Seibert, Colo., from Fred Flannagan. Flannagan operated the theatre spasmodically, but the merchants wanted it in steady operation, so they have planned to back the theatre, realizing its drawing power for customers.

Sam Milner, recently with Universal in Los Angeles, has been named PRC manager in Denver and Salt Lake City. Milner was also former manager for Universal here and in Salt Lake City. He succeeds Ben de Bici, who returns to Los Angeles and his former job in the playdate department of the western division of PRC.

Out-of-town exhibitors seen on the Row included C. J. Brase, Holyoke, Colo.; Leonard Beckman, Bayard, Neb.; Kenneth Powell, Wray, Colo.; Mike Joseph, San Luis, Colo.; Lynn Zorn, Julesburg, Colo. and Wallace J. Leary, Creede, Colo.

Alvin Hendricks has been appointed manager of the Warner Chief, Colorado Springs, having returned to the company from Army service. Prior to entering service he had managed the Varsity, Lincoln, Neb.

VANCOUVER

The Viking Theatre, operated for the past 15 years by the Kieffer Circuit, has been taken over as a community enterprise by the Board of Trade at Viking, Alberta. The theatre will be put into immediate operation, the Calgary Film Board reports.

Vancouver film grosses have leveled off after the bumper holidays, but the average is still healthy. Showing at the city's first runs are "Lost Week-end," Capitol; "Johnny Angel," Orpheum; "Getting Gerties Garter," Plaza; "My Son, the Hero," Beacon; "Our Vines Have Tender Grapes," Dominion; "Danger Signal," Strand; "Madonna of the Seven Moons," Vogue.

Famous Players is reported working on a deal for the purchase of the block housing the Broadway Theatre, stores and offices, from the Cunningham Drug Co. of Vancouver at a reported price of $125,000. No immediate changes are contemplated, Frank Gow, Famous Players head said. The house has been operated in partnership with Gow for several years and is one of Vancouver's best surburbans.

Postwar plans of local theatres call for a decrease in giveaways. Exhibitors cannot foresee the necessity of free gifts to patrons in the future, and say that with the high type of films being released, patrons will not expect any premiums.

The number of independent theatres in British Columbia has been diminishing to a marked extent during the past few years because of the buying activities of Famous Players and Odeon Theatres. There are good indications that the buying epidemic is about over and that new construction will prevail, at least insofar as the big circuits are concerned. Local exhibitors are likely to continue taking over smaller houses, distributors believe.

Art Greyburn, former head of the Independent Exhibitors of British Columbia, is now in the real estate business across from Vancouver Film Row.

The two major circuits are planning construction of new theatres in Victoria with the release of building materials by the Government. Two theatres are scheduled for immediate construction. Famous Players have four and Odeon three theatres in Victoria now.

The sick list includes Mrs. J. Patterson, wife of the 20th-Fox manager, in a hospital for a throat operation; Marguerite Johnstone, Paramount, ill with the flu; Irene Horner, Famous Players booking department, very ill with lung trouble; Mimi Steen, RKO, in St. Paul's Hospital and Al Jenkins, Plaza manager, bedded with the flu.

Theatremen in Canada have been showing some concern over an epidemic of sickness which has become pronounced in different parts of the Dominion, but as yet, no action has been taken by medical authorities regarding the operation or closing of theatres. Some hospitals have been closed to visitors in a move to curb the spread of influenza.

Local 71-B of the IATSE film exchange union, elected the following officers for 1946: Rodney McArthur, Regal Films, president; Marvin Proudlock, Warners, vice-president; Charles Backus, United Artists, secretary-treasurer; John Alliston, Monogram business agent and Doreen Fitzpatrick, Columbia, re-

(*Continued on Page* 46)



TRAVELING AUDITORS' CONFERENCE. Shown above at the three-day session of the 20th-Fox Traveling Auditors' Conference held recently are (seated, l-r): Maurice Goodman, Wilfred J. Eadie, Donald A. Henderson, Nat Brower, George F. Cooper: Standing: Harry Wood, Charles Minck, Richard Hildreth, William Gunzelman, Luke Stager, Bernie Wolff, Richard Doherty, C. Elwood McCartney, Ernest Pelson, Arthur C. Wilson, William Werner, Morris Schmalzbach. The sessions were under the supervision of Eadie, comptroller, and conducted by his assistants, Brower and Goodman, home office branch accountants.

"IT IS DIFFICULT TO IMAGINE A PICTURE POSSESSING MORE POSSIBILITIES FOR SENSATIONAL MERCHANDISING!" –BOX OFFICE

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8,000,000 READ IT IN THE READER'S DIGEST!

3,586,000 READ IT IN WOMAN'S HOME COMPANION!

The Reader's Digest

America's most shameful racket involves **Black Market Babies**

Mothers yearning for children [illegible] given up too quickly, couples sorrowing over defective children they adopted too hastily — such are the tragedies of the growing adoption racket

JIM and Helen Brown are proud of their tiny blue-eyed adopted son. While Helen discusses formulas with other mothers, Jim is [illegible] a bit boastfully: "He [illegible]

ment, to give advice to unmarried mothers and prospective foster parents. These departments will also recommend authorized adoption agencies, public or private, which make careful investigations of both foster parents and child before an adoption is made final. Such investigations m[illegible]

WOMAN'S HOME COMPANION

Black Market Babies

by VIRGINIA REID

Mothers yearning for children they have given up too quickly, couples sorrowing over the development of children they have adopted too hastily—such tragedies need not be

Produced by JEFFREY BERNERD



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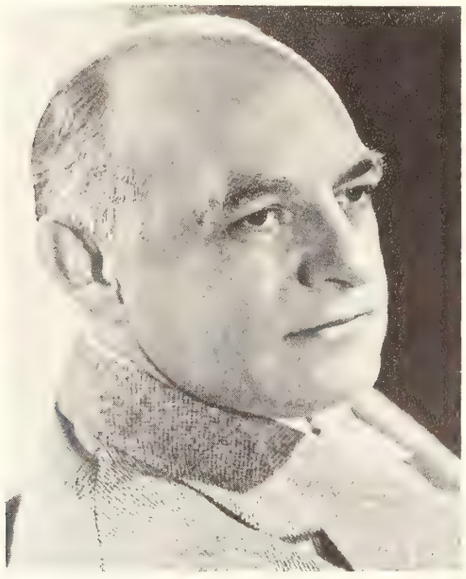


FRONT-PAGE STORIES WEEK-AFTER-WEEK IN NEWSPAPERS ALL ACROSS THE NATION!

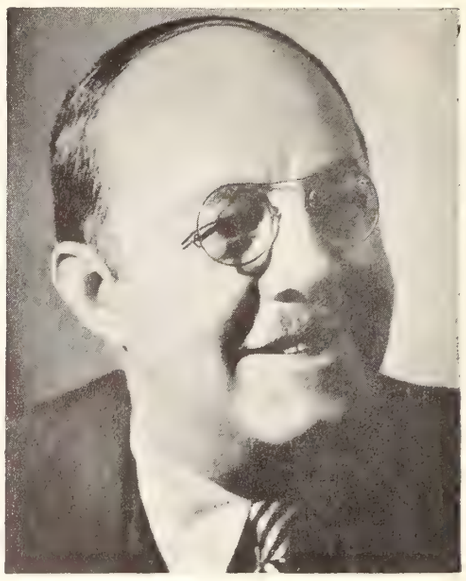


SIZZLING TABLOID NEWSPAPERS FOR STREET BALLYHOO!

Screenplay by George Wallace Sayre · Original Story by George Morris
Suggested by "Black Market Babies" by Virginia Reid



HARRY COHN
President



JACK COHN
Executive Vice-President

Columbia Chiefs Set Plans for Bigger Future As Company Marks Anniversary

Anniversary celebrations invariably throw the spotlight on the past, and while it is customary upon such occasions to wish "many happy returns" or "many more anniversaries," it is to the past that people customarily look in assaying the future of the individual, organization or business concern which happens to be the object of the celebration.

Thus, the signalizing, this year, of a Silver (or twenty-fifth) Anniversary by Columbia Pictures inevitably brings to the fore a discussion of such notable things in the company's past as the industry-shaking effect of such pictures from the Columbia Hollywood plant as "It Happened One Night," "One Night of Love," "The Awful Truth," "Lost Horizon," "Here Comes Mr. Jordan," and the more recent "A Song to Remember." For if there are in the whole cavalcade of pictures made in the past another half-dozen productions which so vitally influenced the whole trend of popular entertainment via the screen, there are not many in the industry who can call them to mind even after very diligent search of the record from "Judith of Bethulia" to the most recent trade show in Hollywood, New York, or points North, South, East and West about the country.

The present Columbia Pictures organization, which is busily lining up its manpower in its production and distribution branches to accomplish a big year in celebration of the Silver Anniversary during 1946, entered the field via a very modest, if not a very precarious, beginning.

$250 Plus Courage

The present company had its real beginning late in 1920, when Harry and Jack Cohn decided that they had learned enough about film business after years of working for the old Universal company to strike out on their own. They made the first move in that direction by pooling their savings—the amassed resources totaling up to a handsome $250 in cash. With that and lots of ambition, to say nothing of a little courage, they started their own company just a quarter-century ago. In the beginning they contracted to release some two-reel comedies, by arranging with a Hollywood producer to make them a series of "quality" shorts at the then "big-budget" figures of $10,000 for each two-reeler.

The first short to come eastward was nothing to give the Cohn boys ideas that they were really on their way to the tops and the big money as producer-distributors. As a matter of fact it was a turkey that got colder with each second of running time. Investigation showed that the producer instead of spending $10,000 on the subjects was bringing them in for about $2,000—which left him a pretty nice margin according to any financier's manner of reckoning. The upshot was that Harry Cohn decided to become the producer of the shorts and left for California to take over the job. He made one short. Jack, who was head of distribution under the arrangement, sold it quickly to provide money for the second. Thus was started that very succsesful series that became known as the Hall Room Boys comedies.

At the end of the first year, the Cohn boys, tingling with success, added a partner, Joe Brandt, and named their firm "The CBC Film Sales Corporation." After a few years of making



IRVING BRISKIN
Studio Executive



JONIE TAPS
Studio Executive



L. BARBANO
Vice-President



MAX ARNOW
Studio Executive



RUBE JACKTER
Asst. Gen. Sales Manag



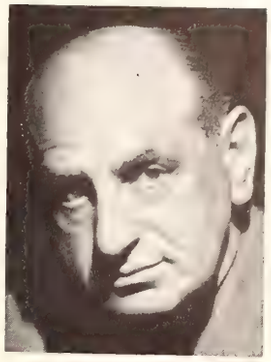
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ice-President, Treasurer



A. MONTAGUE
Vice-President



B. B. KAHANE
Vice-President



N. B. SPINGOLD
Vice-President



J. A. McCONVILLE
Vice-President

Founders Pay Tribute to Columbia's Manpower

shorts, the CBC decided to make a feature picture.

Such a venture would cost more money than CBC could lay its hands on at the moment, especially as the company wished to continue making its very acceptable shorts at the same time. The boys gathered together five additional partners, and produced a feature picture for $20,000. When completed, the picture looked so good that a major releasing organization offered to buy it outright for $65,000.

$6,500 Bid Refused

The answer was a decisive "NO!" by the Cohns, who figured that if the film was worth that much to another company, it was worth more to them in the states' rights market.

On the strength of that initial venture, CBC sold five additional, though as yet unborn, features on the states' rights market. This really startled the quintette of new investors, which had planned to take a quick profit on the one feature and run. The Fretful Five finally balked at going along and withdrew their investments and their profits.

At the time their departure left the Cohns in a predicament. They were faced with the task of having to raise new capital with which to produce their program of five feature pictures. It was a tough problem—but they figured it out. They figured it out well too: when the Cohns started production on their second feature they had just $5,000 in the bank. When they finished the picture, they still had $5,000 in the bank.

This sounds like financial magic. As a matter of fact it was something far more practical. It was a combination of untiring effort, the treasuring of every penny, the use of every device by which the expenditure of funds could be postponed or their turnover multiplied. But above all, it represented a willingness to devote unending time and energy toward making every dollar an active worker toward this goal.

A new name now was needed that was more in keeping with the dignity of a company that was making and selling successful feature pictures. The partners felt that "CBC" sounded too much like "corned beef and cabbage." Various names were considered, and finally "Columbia" was chosen.

Columbia Pictures Corporation came to life on the single stage studio on Gower Street in Hollywood that has since become a complete picture-making plant.

New Angle for Star System

By the middle twenties, the company unable to afford a contract list of top-stars, secured some of the most important names in the business on one-picture deals.

The familiar opinion that Columbia was responsible for Clark Gable's popularity at the box-office, is denied by Harry Cohn. He maintains that Columbia was just fortunate enough to have a script that fitted Gable perfectly—and that if Metro had owned the script of "It Happened One Night" the same result would have been accomplished.

In 1926 Columbia opened its first four wholly-owned film exchanges. Gradually these branches replaced the franchise holders in the company's sales organization.

Foreign sales began to take on more and more importance, and Columbia kept in step with the times. Its first fling into the foreign market was in 1923 when it sold one picture to an Australian franchise holder. In 1946 Columbia International can point to 75 sales offices in countries throughout the world.

Broadway runs for independent pictures were a rarity in the twenties, but Columbia began to break through. One of the company's more ambitious efforts, "Blood Ship," was booked into New York's Roxy Theatre—then the top showcase of the country—and the Cohns knew they had "arrived" in the big time.

It was as a direct result of the switch from silent to talking pictures—which was made with dispatch—that Columbia ceased to be a privately owned company. The corporate structure of the firm was reorganized, and shares in the company were listed on the Stock Exchange.

In 1932 Joe Brandt decided to retire, and Harry Cohn became president of Columbia. Jack Cohn moved up from treasurer to vice-president.

Columbia built its own film laboratory on the lot to permit studio supervision of all prints. The first studio to establish this costly method of print distribution, Columbia has unswervingly continued to adhere to it.

When the great Radio City Music Hall opened its doors to a movie policy in 1933, the honor of being the first feature picture on the mammoth screen went to a Columbia picture.

Columbia has blazed trails and started cycles. In 1928 the company released the first Mickey Mouse cartoon, and followed it up with the first of the famous Silly Symphonies.

The year 1934 revealed "It Happened One Night," a resounding and now immortal hit, which inspired an entirely new type of romantic

(*Continued on Page* 50)



LOUIS ASTOR
Circuit Sales Executive



LOUIS WEINBERG
Circuit Sales Executive



MAURICE GRAD
Sales Executive



MORTIMER WORMSER
Assistant Treasurer



LEO JAFFEE
Assistant Treasurer

REGIONAL — *Continued*

cording secretary. McArthur and Backus are war veterans.

Special films were shown in Vancouver Theatres January 31 by the Lions Club in a campaign to help feed needy European children. Some 20,000 children paid for admission with cans of food and the film rentals were split between the Club and theatres with staffs donating their services. Newspapers also donated advertising space for the campaign.

Frank Kershaw, recently resigned as president of General Theatre Supply Co. and who was formerly Famous Players district manager in British Columbia, passed through this city enroute to Victoria where he will go into business for himself. He will be in the popcorn and candy business.

Willard Adamson, PRC manager, reports that "The Enchanted Forest" is breaking records at the York, Victoria, holding for a second week. It is paired with "Danny Boy," another PRC film.

NEW YORK

The Pioneer Theatre, Brooklyn, formerly owned and operated by Mrs. Molly Goldberg, has been sold to the Jacob Leff-M. Shane interests.

The annual meeting of the Motion Picture Bookers took place last week, with Oscar Lager of the Charles Moses Circuit elected president for 1946. Over 200 attended the meeting at the Tavern-On-The-Green, New York, with E. K. O'Shea, MGM eastern sales manager, acting as master of ceremonies.

Ray Moon of 20th-Fox is the father of an eight-pound boy.

Robert Ellsworth of MGM's New York exchange celebrated his 31st anniversary with the company this week. He joined Metro Films in 1915 as a film inspector.

Howard Totten, former booker, buyer and projectionist for the Port Jefferson, Port Jefferson, Long Island, for 14 years, has been discharged from the Seabees after 27 months service. He does not plan to go back to the theatre.

Mrs. Al Herman, wife of Warners' Buffalo branch manager, died last week. The father of Mrs. Joe Hummel also died during the week and Mrs. Hummel flew from Paris for the funeral and then flew back again.

Maurice Broskie, operator of the State, West Orange, N. J., has been home ill for three weeks.

Joseph and William De Sabato, sons of Anthony De Sabato, operator of the Park, South Plainsfield, New Jersey, are both back from European Army service.

Charles Whittner, auditor in the MGM New York exchange, is at the Physicians Hospital, Jackson Heights, recovering from a hernia operation.

John Dacey, veteran RKO exchange salesman, is ill at home. He contemplates an operation in the near future to relieve his trouble.

Nat Lax, advertising-production manager of United Artists, is back after week's illness.

Bill Frankel, discharged from the Army, will return as an MGM booker in a few weeks.

Harry Gittelson of RKO has returned to New York after completing a tour with Dave Prince in the Rocky Mountains and West Coast districts.

Max Polinsky, after returning from Army service in Africa and Italy without a scratch, fell last week while running for a bus and broke a bone in his kneecap and will be laid up for two months. He's an MGM assistant booker.

Six Columbia employes were released from service last week. They are Theodore Rosen, home-office print department; Seymour Roman, publicity; Saul Kolosky, traveling auditor; Sidney Katz, publicity; George M. Schweig, foreign and Daniel Turansky, home office.

Terry Turner of RKO has left the coast enroute to New York via stopovers in the Seattle, Portland, Minneapolis, Chicago and Cincinnati exchanges.

INDIANAPOLIS

George Pappas, manager of the Circle Theatre, has been judged state winner of the theatre bond sales contest for exhibitors sponsored by the War Activities Committee of the industry, because his war bond premiere during the last drive resulted in sales of $1,953,300 in E Bonds. He will represent Indiana in the national contest with an all-expense trip to London by air as a prize. Five other winners in the contest will accompany him.



George Pappas

An Indianapolis veteran has just won a Hollywood contract. He is John Fontaine, son of Mrs. Violet Ray, of Indianapolis. According to word received by Mrs. Ray, Fontaine last week passed his final screen test under the auspices of David Selznick and signed his first contract, details of which were withheld.

Thirty-four Indianapolis theatres participated in the motion picture "March of Dimes" drive which opened Monday and extended through January 31, Kenneth Collins, state chairman for the drive announced Friday. Collections for the war on infantile paralysis were taken in more than 258 theatres throughout Indiana, according to Collins.

Earl Cunningham, general manager of Fountain Square Theatres, has returned from a trip to New York.

Vernon Elmer, formerly head shipper at Universal exchange here, has accepted a position in the booking department of the Universal exchange in Chicago.

Rennald V. Graver, Monogram auditor, is at the local exchange on business.

Joe Neger, Milwaukee manager of 20th-Fox exchange, spent the weekend in Indianapolis visiting his family.

Irving Sochin, 20th-Fox office and sales manager, has been called to the New York office of the company on business.

Exhibitors visiting Film Row during the week included Harry Watts, Knightstown; E. E. Smith, Francisville; William Studebaker, Logansport; Mrs. Hilda Long, Sheridan; Harry Van Noy, Anderson; Joe Schilling, Connersville; Bob Hudson, Richmond and Miss Ellen Ackron, Mallers Circuit, Ft. Wayne.

CLEVELAND

Sam Galanty, Columbia district manager, spent several days here conferring on policies covering the company's 25th silver anniversary with local Branch Manager Lester Zucker and Cincinnati Branch Manager Alan Moritz.

A Republic district meeting was held here last week with Eddie Walton, assistant to President James R. Grainger, presiding. The meeting was attended by District Manager Sam Sepowlin and Branch Managers I. Pollard, Detroit; George H. Kirby, Cincinnati; William Feld, Pittsburgh and Sam P. Gorrel, Cleveland.

Howard Burkhardt is making an appeal for public support of the March of Dimes with a triple-decked stand containing 128 quart jars, placed on the sidewalk in front of Loew's State during the daytime and moves into the theatre lobby at night, along with a special police guard. Each bottle bears the name of a girl or boy. Passersby are tempted to drop coins into the jars tagged with their favorite names. Manager Burkhardt is in charge of the collection at the Arena, where the Ice Follies is playing to packed houses and also of between 800 and 900 collection boxes placed all over town.

Gertrude L. Tracy, manager of Loew's Ohio, returned to her job on Sunday following a month's illness.

M. B. Horwitz, general manager of the Washington Circuit and Mrs. Horwitz, left Tuesday to spend a couple of weeks in Hot Springs, Ark.

I. J. Schmertz, 20th Century-Fox branch manager, returned from the ITO convention in Chicago just in time to leave again for a Florida vacation. Mrs. Schmertz accompanied him.

Frank and Roy Gross have formed the Frankroy Company to operate the Bedford and Stillwell theatres in Bedford, which they took over last week from Mrs. Lena Stillwell. Louis Swee, former manager of the Knickerbocker, has been made general manager in charge of the two houses. Mrs. Stillwell, who has announced her intentions to retire, has been an active exhibitor for the past 31 years. Her immediate plans are for a trip to Florida.

Ray Essick, younger son of P. E. Essick of the Scoville, Essick and Reif Circuit, is expected home momentarily from his service in the Navy. His brother, Jack, beat him home by only a few weeks.

Henry Hellriegel, theatre building contractor, completed his contract withe the Army last week after having covered such places as the Philippines, Yokohama and Tokyo. Now he is ready to take up his former job of administering

(*Continued on Page* 48)



OFFICERS RE-ELECTED AT OHIO ITO CONVENTION. All officers and two members of the board of directors were re-elected at the 12th annual convention of the Independent Theatre Owners of Ohio in Columbus last week. Pictured here are (l-r) P. J. Wood, Columbus, secretary; F. W. Huss, Jr., Cincinnati, vice-president; Martin G. Smith, Toledo, president; Ed Biggio, Steubenville, and Leo Jones, Upper Sandusky, members of the board.

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20th CENTURY-FOX

TUNE IN SUNDAY, February 3rd! Dramatized from coast to coast on ... Time—Columbia Broadcasting System—2:30 P.M., E.S.T.!

REGIONAL — *Continued*

to needy theatres.

Navy Lt. Jimmy Kalafat, whose father is president of the Associated Circuit, tied his boat up in Oakland, Calif. last week and will soon be a Film Row regular again.

Urban Anderson has resigned as manager of the Knickerbocker Theatre, a position he has occupied only since his Army discharge a few months ago. He will henceforth manage the Ohio and State theatres, Uhrichsville, and the Lincoln Theatre, Dennison, for the owner, Irving Gandell.

Charles Rice has been appointed manager of the Jennings Theatre. He succeeds Fred Dzik, who has moved out of exhibition and into distribution, having joined the 20th-Fox office force.

Film Classics' "Wildfire" struck gold over in Toledo. Bob Snyder, Film Classics' sales representative, reports that the picture, booked for one week, was held over for an extended engagement.

Nelson Jacobs enters the exhibition horizon as the new manager of the Union Square Theatre. He succeeds Louis Swee, now managing the Bedford theatres, recently acquired by Frank and Roy Gross.



FIRST CONTRIBUTION. Robert Murray, infantile paralysis victim, is shown making the first contribution to the March of Dimes drive in the Big Heart collection box in the lobby of Century's Valley Stream Theatre, Valley Stream, L. I. The display was designed and erected by Manager Ben Mindlin.

ST. LOUIS

Maury Orr, western division manager of United Artists and "Ching" Allen, new Prairie district manager, are spending a few days conferring with Bernard McCarthy, St. Louis branch manager. Orr took time out for a quick trip to Chicago.

Joseph C. Ansell, vice-president of Ansell Brothers Theatres, with Philip Kopitsky, vice-president of the Metropolitan Loan and Investment Company, head a group seeking to purchase controlling interest in the State Bank and Trust Company of Wellston, St. Louis County, by buying 5380 shares of the bank's 6000 outstanding shares from present owners at about $80 a share. Ansell is president of the Metropolitan Loan & Investment Company.

Unemployment in the St. Louis labor market area will total 58,400 by April 15 unless reconversion is speeded up, Paul P. Connole, manager of the United States Employment Service here has warned. The latest available statistics, as of December 15, placed the unemployment figure here at 56,500, and increase of 5900 over the previous month.

The numerous strikes are not having too serious effect on the box-office receipts of the motion picture theatres of St. Louis and St. Louis County. However, should the industrial warfare be too long drawn out, there is certain to be a resultant serious slump in attendance, especially in the neighborhood and suburban theatres.

Louis J. Menges, owner of the Esquire and Roxy Theatres, East St. Louis, which are operated by the Frisina Amusement Company and Tommy Tobin, has filed for the Democratic nomination for State Senator from the 49th District of Illinois. He is a former member of the Senate.

Charles "Chuck" Conrad is the new southern Illinois salesman for Monogram. He formerly was with Monogram in Pittsburgh.

Ben Mariner, recently released from service with the U. S. Marine Corps, has been named southern Illinois salesman for United Artists. Mariner, who formerly was with United Artists in Denver, was a tank commander with the Marines with the rank of staff sergeant.

Arthur Greenblood, eastern sales manager for Monogram arrived in St. Louis January 25 and left January 30 for Pittsburgh. Barney Rosenthal, Monogram manager, had some good news for him on his arrival. He has just closed a deal with the important Frisina Circuit with houses in southern Illinois, eastern Missouri and southeastern Iowa.

The Frisina Circuit plans to reopen the Gem Theatre in Fulton, Mo., early in February. The 300-seat house has been closed for about three years. The circuit also operates the Fulton, a 700-seater in Fulton, in affiliation with Sol Bank.

Herb Washburn, manager of National Screen was out in the territory this week.

C. D. Hill, Columbia manager, made a flying trip to Mattoon, Ill. and then down to Herrin, Ill., to confer with John Marlow, who has houses in Herrin and Murphysboro, Ill.

Maurice Schweitzer, Paramount's resident manager; Joe B. Koenig, office manager, and all of the members of the St. Louis sales staff, have returned from the company's western district sales conference held in Denver, Colo.

"Bells of St. Mary's" will have its St. Louis premiere at Fanchon & Marco's Ambassador February 6th for an indefinite run, the cash customers to decide the length.

Harry C. Arthur, Jr., general manager of Fanchon & Marco, is due back in St. Louis within the next several days.

Pat Byrnes, RKO-Radio salesman, has been out in the territory lining up dates for "Bells of St. Mary's."

Seen along Film Row were Tommy Tobin of East St. Louis, Ill.; Mrs. Harry Steinberg, Madison, Ill.; Herman Tanner, Vandalia, Ill. and Jimmy Frisina, Springfield and Taylorville, Ill.

A wave of illness has hit the local 20th Century-Fox office. Herman Buechel, head of the shipping department, is bedded down at home, while Rose Marie Chester, secretary to B. B. Reingold, manager, is also at home ill and Dick Klagas, in charge of accessories, is convalescing at St. Luke's Hospital following an operation. Joe Feld, assistant manager, has returned to his desk following a lengthy siege of neuritis.

Morrie Edgar, formerly in the Kansas City territory, is the new eastern Missouri salesman for 20th Century-Fox.

Ed Bishop, Warner salesman, is bedded at home with an attack of the flu. Probably will be out another week.

Tilden Dixon of the Dixon & Adams Circuit, Crystal City, Mo., left Phoenix, Ariz., January 25th for St. Louis. He has been spending several months in the southwest visiting with his wife and son who are there for their health.

TORONTO

President Paul Nathanson of Odeon Theatres of Canada Limited, returned to Canada from his prescribed rest in California, but continued to a winter health resort in Quebec Province before taking up business matters in Toronto for the conference with John Davis of London, representing J. Arthur Rank, British film tycoon. The Toronto meeting, which will deal with Canadian post-war developments, is expected to bring the whole board of directors together to pass upon the circuit's expansion program for an early start.

The wind-up meeting at the Royal York Hotel, Toronto, of the Motion Picture Section, National War Finance Committee, was featured by the presentation of a painted plaque, based with plywood from a Mosquito bomber, by Rt. Hon. J. L. Ilsley, Minister of Finance, in behalf of the Canadian people, to J. J. Fitzgibbons, chairman of the section, in appreciation of the war work of the Canadian film industry. Ilsley was presented with a 30-minute 16-mm. film containing excerpts from all the bond-drive films donated by the industry during the two world wars. To continue the cooperative activities in support of government programs, the Canadian Motion Picture War Services Committee, comprising all theatres in Canada, have been re-organized as a National Services Committee, it was announced.

Because his plane was grounded at Buffalo, N. Y., due to severe weather, on a trip back

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New Ideal Theatre Chairs
JOE HORNSTEIN has it!

from New York, President J. J. Fitzgibbons of Famous Players Canadian Corp., was unable to officiate as chairman at the second annual banquet of the 25-Year Club for veteran employes in the King Edward Hotel, Toronto. The presentation of badges, certificates and gifts, either gold watches or $100 Victory Bonds, to 12 of the eastern Canadian club candidates, was made by Vice-President R. W. Bolstad. Twelve other new members will be initiated at subsequent functions in the Canadian west. Membership also brings an annual vacation of four weeks with pay instead of the usual two weeks. One year ago the club was launched with 37 charter members, two of whom have since died.

Announcement is made in Toronto that Nicholas Napoli, president of Artkino Pictures, New York, will visit Toronto following his trip to Moscow where he is arranging North American rights for "Robinson Crusoe," a three-dimensional feature in multicolor under a new Russian process. The picture will be released in the Dominion by Artkino Pictures (Canada) Limited, of which Leo Clavir is sales manager.

Theatremen of Toronto are intrigued by the absence of a marquee on the newly-reopened Victoria Theatre of the Famous Players chain. Because of steel shortage, no canopy was erected and the wide entrance is topped by a flat illuminated sign with interchangeable letters. Sign announcements can be seen from the immediate sidewalk, as well as from across the street, and exhibitors say this is the way it should be.

The word from Famous Players head-office in Toronto is that the sale of gift-books of admission tickets at Christmas was double the turnover of the previous year. Each year since 1935 when the idea was inaugurated by the late N. L. Nathanson, there has been a gradual increase in sales, with a big jump this time perhaps partly due to goods shortages.

After many months of delay, Warner Distributing Co. has moved its Canadian head-office and Toronto branch to the company's own new building, 70 Carlton Street, Toronto, from the third floor of 21 Dundas Square, where it had been located for years.

Finley McRae, veteran member of the Ottawa City Board of Control, has relinquished the presidency of the Ottawa branch of the Canadian Red Cross Society after serving in that role throughout the war. He is administrator of the H. M. Brouse theatre estate.

COLUMBUS

Two full shows are now scheduled for Leo Yassenoff's Academy Theatres. Box offices open at 6:30, with first show beginning at 6:45. Box office sales continue to 10 p.m. Academy Theatres include the Arlington, Westmont, Beechwold, Cleve, Southland and Boulevard.

A $10,000 program of repairs and alterations to the New Linden Theatre, recently damaged by fire, is now under way. Robert J. Pullin, son of W. C. Pullin, Sr., operator of the suburban house, was recently granted a permit for that amount by the city building department. F. & Y. Building Service will make the alterations.

Chillicothe may soon have a new radio station. The Chillicothe Broadcasting Co. has petitioned the Federal Communications Commission for permission to operate a station with 100 watts power and unlimited hours.

James Robson, shipfitter 1/c, Westerville, was chosen as a typical American sailor to appear in the British semi-documentary film, "The Way We Live."

Eleanor Parker, screen actress born in Cedarville, Ohio, was married two weeks ago in Las Vegas, Nev., to Bert Friedlob, distillery executive.

Mrs. Ethel Purcell, wife of Charles "Chuck" Purcell, Loew's Ohio electrician, died last week and was buried at Union Cemetery here. Mrs. Purcell was a member of the theatrical profession before her marriage.



Astor Pictures for Box-Office Bull's-Eyes!

Letters from exhibitors and REPEAT BOOKINGS tell us the success story back of the playdates on our product. Major Circuits and independent showmen are rolling up profits with these Astor Box-Office Bull's-Eyes!

READY SOON—"They Meet Again"—"Little Men"—"Melody for Three"

BOOK 'EM NOW

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Boston, Embassy
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Dallas, Astor
Denver, Commercial
Des Moines, King Enterprises
Detroit, Allied
Kansas City, King Enterprises
Los Angeles, Astor
Memphis, Astor-Dallas
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Minneapolis, Astor
New Haven, Conn. Film
New Orleans, Dixie
Canada, Peerless Films, Ltd.
New York, Astor
Oklahoma City, Astor-Dallas
Philadelphia, Astor
Pittsburgh, Crown
Portland, Star
St. Louis, Astor
San Francisco, Astor
Seattle, Star Film
Washington, Astor

Columbia Pictures Lining Up Imposing Schedule of Important Releases for Anniversary Year

Color Prominent in Stars as Well as Photography of Films Set for Celebration Program



TUNEFUL. There's music and sprightly dancing (set off by the typical Hollywood sparkle of glittering settings) in the musical offering, "Tars and Spars," which is included in the five early Anniversary offerings from Columbia.



OLD WEST. Romance of the old west will be brought to the screen in a new and ambitious Technicolor production set by Columbia for the Anniversary year. This is "Renegades," in which Evelyn Keyes and Willard Parker play the starring roles.



SUSPENSE. Pat O'Brien, that consumate actor—famed and feared in Hollywood because of his scene-stealing abilities—will star in a punchy drama that is among the Columbia Anniversary shows. It's titled "Perilous Holiday."

The imposing list of releases which Columbia has set for definite delivery during the first six months of 1946 as standard-bearers for the company's Silver Anniversary Year celebration is headed by "Gilda." There is reason for a natural inclination to put "Gilda" at the top of the group of five productions named by Columbia for the first half of its anniversary year. First, it stars Columbia's most glamorous feminine actress and one of the top-ranking personalities of the screen—Rita Hayworth. The other four pictures are: "Stars and Spars," "The Bandit of Sherwood Forest," "Pardon My Past," "Renegades" and "Perilous Holiday."

"Gilda" has been classified by Hollywood as a "decidedly different" sort of picture for Miss Hayworth, whose co-star is the popular Glenn Ford, with Joseph Calleia and George Macready in principal featured roles. Charles Vidor (whose recent record is one of a steady procession of big "money pictures") directed "Gilda," which will bring Miss Hayworth to the screen as a dramatic actress in a highly emotional role after four years of spectacular success as a star of top-flight musicals. This story (naturally) provides for Miss Hayworth to sing and dance in the course of its dramatic procession. "Renegades," a Technicolor epic of the old

(*Continued on Page* 75)

Set Pattern for New Cycles in Film Fare

(*Continued from Page* 45)

comedy. "One Night of Love" in the same year brought grand opera to the screen and made good music something the masses could appreciate.

With "The Awful Truth," Columbia led the way in sophisticated screwball farce, and with "Lost Horizon" and "Here Comes Mr. Jordan" proved that fantasy had a definite appeal.

"Cover Girl" ushered in an entirely new variety of Technicolor musical, and made Rita Hayworth one of the top box-office draws in motion pictures. More recently, "A Song to Remember," a musical biography of Chopin in Technicolor, started a vogue for films featuring classical music.

At 25, Columbia is young and vigorous and plans newer and better things. One of the many innovations on the Columbia agenda is the Technicolor musical, "The Jolson Story," This will mark the first time a great American theatrical personality has been immortalized during his lifetime.

Columbia today, as one of the foremost factors wherever motion pitcures are shown, in the opinion of Harry and Jack Cohn, is truly a tribute to its manpower. Many of the executives who now guide Columbia's destinies have risen from the ranks by displaying invaluable judgment, administrative ability and creative talent

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE

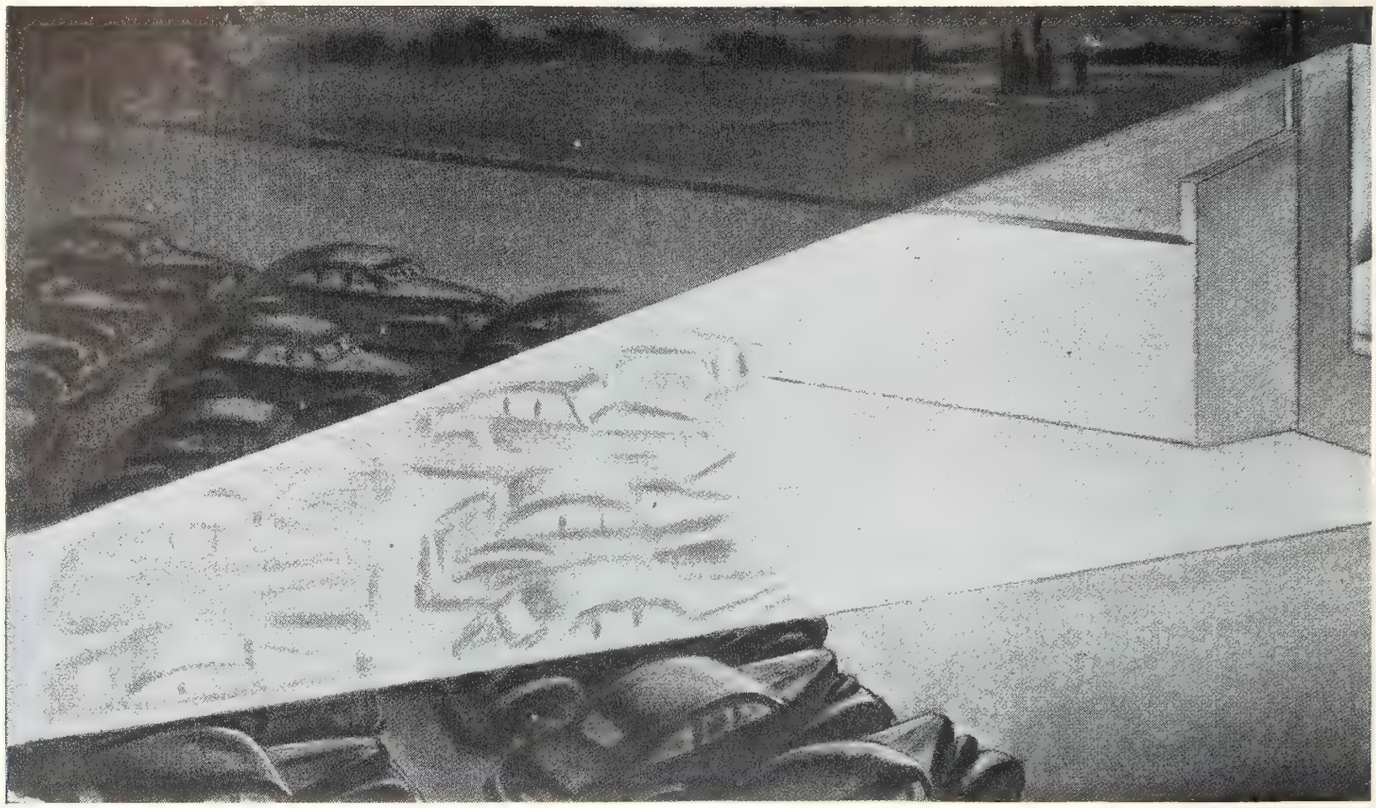


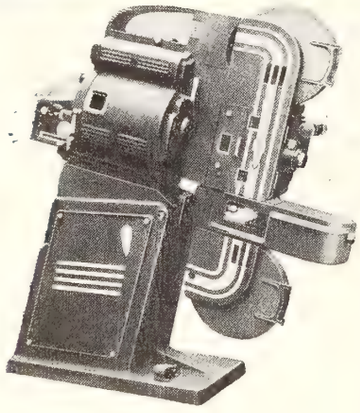
SOMETHING NEW IS ADDED *(See Page E-24)*

Inaugurating
MAINTENANCE MEMOS
for **PROJECTIONISTS**

News in a Nutshell
Advisory Council on Safety, Beauty
Equipment Showcase
Theatres in the Modern Manner
Sound and Acoustics
Maintenance Memos for Managers
Maintenance Memos for Projectionists
Front of the Month
Showmanship Dates

NOW—Complete Equipment for



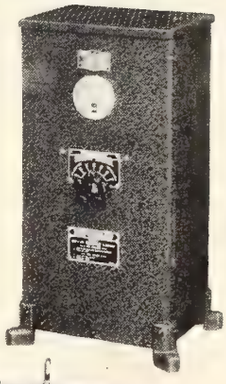


RCA BRENKERT PROJECTORS & ARC LAMPS

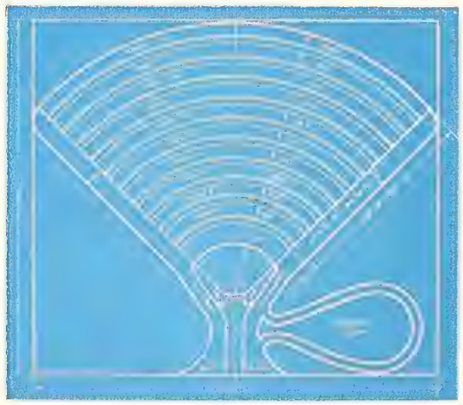
—minimum flicker, more light on the screen. Clearer definition, rock-steady operation.

RCA DEPENDABLE ARC-LAMP POWER SUPPLIES

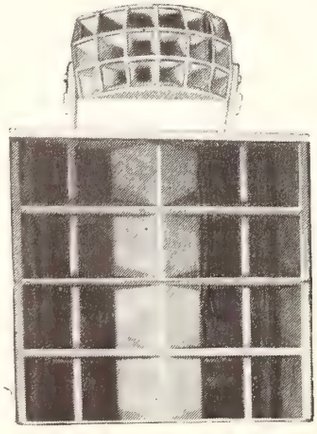
—Baldor Rectifiers (bulb-type)
—Westinghouse Copper-Oxide Rectifiers
—Century-Roth Motor Generators







COMPREHENSIVE DRIVE-IN THEATRE PLANNING FACILITIES

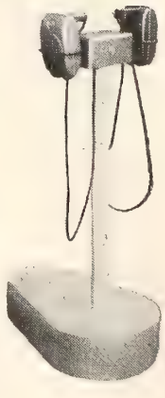


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PROJECTION—The many important advantages of RCA Brenkert Projectors and Brenkert Arc Lamps, including rock-steady projection and increased light on the screen, make them the logical choice for the Drive-In Theatre, *where the larger screen and longer throw demand top projection efficiency.* Dependable arc-lamp power supplies are also extremely important. RCA offers the well-known Century-Roth Motor Generators, Westinghouse Copper-Oxide and Baldor bulb-type rectifiers, because of their outstanding performance.

SOUND—RCA Drive-In Theatre Sound Systems are specially designed and time-tested for Drive-In Theatre use—not modified conventional systems. These systems are designed for lifelike tone fidelity and minimum distortion—built to provide the high powers needed for covering large areas with fixed speakers, or for operation of large numbers of the new type *In-Car Speakers,* which permit profitable operation in all kinds of weather.

There's an RCA Theatre Service and Installation Engineer or Theatre Equipment Sales Specialist near you, ready to help plan your Drive-In Theatre. Contact your nearest RCA Theatre Supply Dealer or write direct to Theatre Equipment Department 78-B, RCA, Camden, N. J.

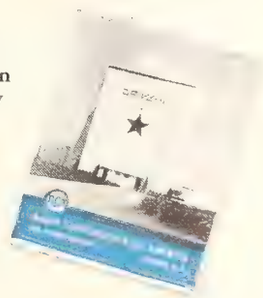
Everything for the Theatre

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Snowhite Screens
Drive-In Theatre Equipment
Brenkert Arc Lamps
Baldor Rectifiers (bulb-type)
Westinghouse Copper-Oxide Rectifiers
Century-Roth Motor Generators
Mohawk Carpets
International Chairs
Westinghouse—
Lamps and Fluorescent Lamps
Rectigons, Sterilamps

FREE BOOKLET

Be sure to see the new RCA booklet "The Drive-In Theatre"—30 pages of important information: How to select locations, points on construction and installation, temperature charts for various sections, and other valuable helps to Drive-In Theatre planning. Write *today* to Theatre Equipment Department 78-B, RCA, Camden, N. J., for your copy.



For the best in theatre equipment — see your RCA Theatre Supply Dealer.

THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
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LIGHT!
LIGHT!
LIGHT!

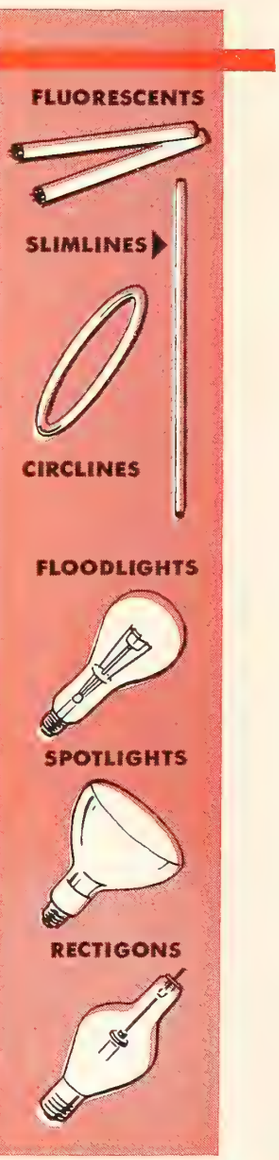
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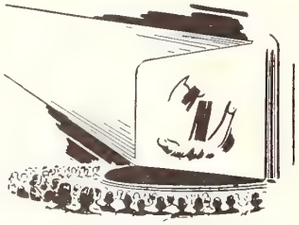
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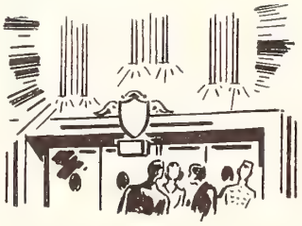
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THE NEWS IN A NUTSHELL

Nation-wide Wave of Theatre Fires Causes Enormous Property Loss

THE MOTION PICTURE theatre industry is so widely dispersed that any common technical difficulty of operation may be completely overcome in some theatres while other showmen are still struggling with it, totally unaware that the solution to their problem has been found.

Problems which—because of the variety of theatre operating conditions—have no single solution, are minimized if not completely solved when the showman has access to the experience—the successes and failures—of other theatre operators in dealing with similar circumstances.

Finding the Answers

Here, as we see it, is the function of STR's Theatre Equipment and Maintenance Section: to ferret out solutions, information and experience wherever they can be found, and pass them along to you.

This is done in part in the advertising columns where manufacturers tell you about supplies and equipment which they have tried to engineer to meet your needs more closely than ever in the past; it is done in a less specific way in editorial matter reporting devices and designs evolved by other theatremen, their architects or technicians; and in part by the Advisory Council Report which brings you a symposium of expert opinion.

A new technical editor takes over this month. He could hardly imagine a pleasanter job than collecting solutions, information and experience from every possible source, and passing them along. It is his ambition to maintain the high standard of service to the reader set by his predecessor, and even to extend it as future technical developments in the industry may allow. Naturally he looks forward hopefully to the cooperation and good fellowship of showmen everywhere, for the good of all.

Will you help? If you are confronted with any problem of the physical theatre, won't you tell us about it and let us ask the Advisory Council for their answers? The answers, as printed in these pages, may help others who are facing some similar problem. Your name and the name of your theatre will not be mentioned, unless you wish. And in the Council you have very powerful help at your disposal. Each of those eminent gentlemen of this industry is retained for his expert knowledge by an important chain of theatres—his knowledge of theatre problems is therefore at his employer's service; but the knowledge of all of them together is at *your* service, and without any cost at all to you. Simply ask what you want to know, or explain your difficulty. (Of course the Council cannot comment on the relative merits of manufacturers' products, or do the work of your architect in preparing theatre plans!)

Tell Us Your Solutions?

If you have found the solution for some difficulty, or if you have worked out any novel and helpful device, how's about telling us the news? It may help the next fellow. Your name will appear or not, just as you like; in either case some brother showman a thousand miles away may benefit; and you in turn may at some time gain some useful advantage through reading here of what he has done.

In asking your cooperation, your new technical editor promises you his, to the utmost of his ability.

Aaron Nadell

Theatre Fires

The turn of the year brought a wave of theatre fires that should stir showmen into re-checking their own houses for possibly dangerous conditions. The news isn't good. Wire after wire from Massachusetts to California brought word of this, that and the other theatre burning down, damaged by flames; of people trapped, of damage to property ranging from $500 to $500,000. There is one bright note, however: no lives were lost.

All possible causes of fire have been amply studied by experts; precautions can be taken. The National Board of Fire Underwriters has prepared an elaborate set of preventive measures, and in many communities they are law. No one need be ignorant of them. Copies in pamphlet form of all Underwriters' regulations applying to the motion picture theatre will be sent *free of charge* to any exhibitor who asks for them. Address the National Board of Fire Underwriters, 85 John Street, New York City. Or send your request to SHOWMEN'S TRADE REVIEW and we will forward it.

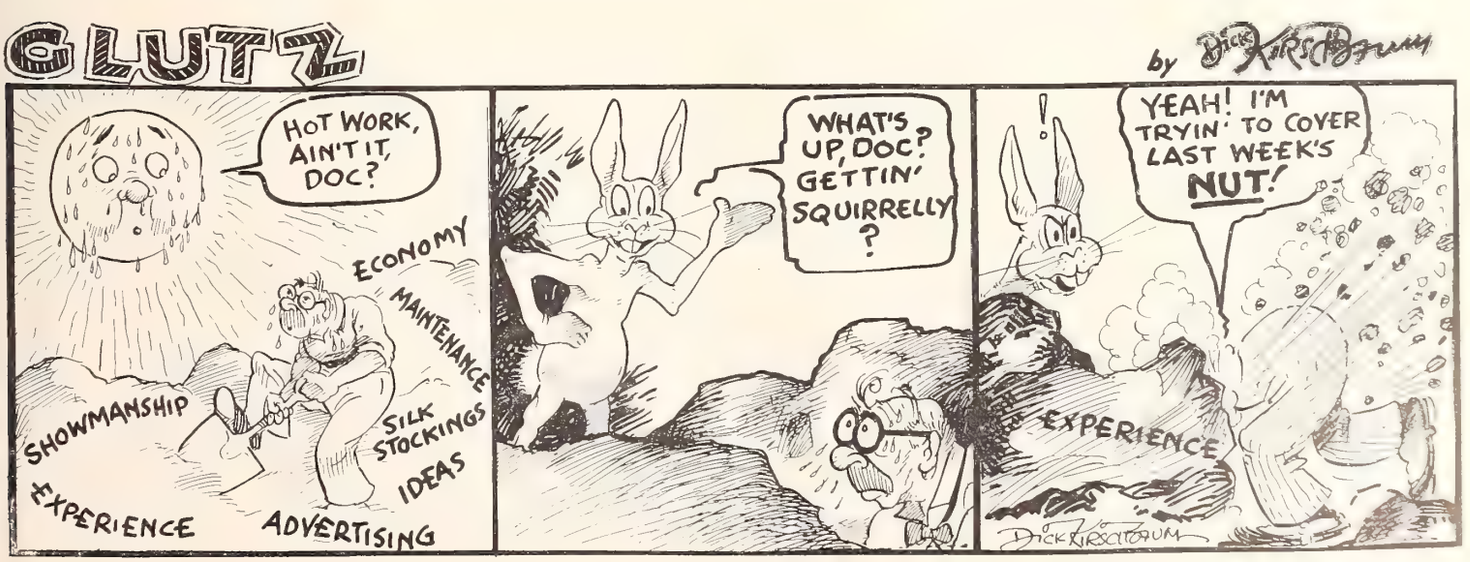
If you think your theatre doesn't need any checking up, here is ten days' record:

Roxy Theatre, Coeur D'Alene, Idaho—Flames broke out under the floor and entered the auditorium through the ventilating ducts. Damage $500.

New Theatre, Salisbury, Md.—Boiler room explosion started blaze that completely destroyed theatre auditorium, roof and rear of the building. Damage estimated at between $75,000 and $100,000.

Fox West Coast Granada Theatre, Inglewood, Calif.—Burned to the ground. Fire started in adjoining confectionery store.

(*Continued on Page E-20*)



ADVISORY COUNCIL

Light adds to Safety as well as to Beauty

No. 12—A Continuing Series of Reports by Experts on Problems of Vital Importance

LIGHT FOR BEAUTY, light for safety and decoration, held the interest of the Council this month, and there could be no doubt that the members consider light one of the most important aids the theatre possesses.

Discussion focussed on the use of light in the auditorium, although the theatre front, the theme of last month's meeting, came in for further comment. Outstanding was the connection that many of the members drew between lighting and patron safety.

With reference to the front of the theatre beauty, attractive decoration and enhancement of architectural lines appeared to be the first consideration with the Council, more important in their minds than exploitation as such.

"Our present plans call for light not only as a means of attracting business, but also to beautify and illuminate fronts."

"We plan to modernize our theatre fronts by installation of highly decorative marquees and attraction boards."

Use of illuminated plastics appealed strongly to a third member.

As to detailed methods, there was considerable difference of opinion. "We abhor exposed neon stripping on fronts, except for grind locations. Our technique has been developed along the lines of indirect and concealed lighting from coves," said one member.

"Use of bright materials having reflective qualities."

"Plenty of high intensity neon in outline lighting."

"We plan to utilize cold cathode tubing wherever possible, tube lighting and floods," declared still another member.

"Concealed or semi-concealed colored neon tubing!"

And there you are! The consensus is strongly in favor of lighting as a means of dressing up the front, and making it attractive and appealing, but as to the best way to use light to achieve that effect . . . perhaps that is a matter of taste!

Light And Safety

Use of light for safety was stressed again and again in connection with illuminating the auditorium.

"More aisle lights"—"improved aisle lights"—"more uniform distribution of aisle lights"—"working on the idea of illuminating floors between seats as well as in the aisles"—"illuminated hand rails"—"concentrating the light at the rear so that it does not affect the eyes but still gives a maximum degree of illumination for patrons' safety" were among the plans the members have for their own theatres. On the important relation between illumination and safety there was no dissent at all, and of course you will notice that there is no contradiction between the different methods proposed. They work together, all of them can be used in the same auditorium.

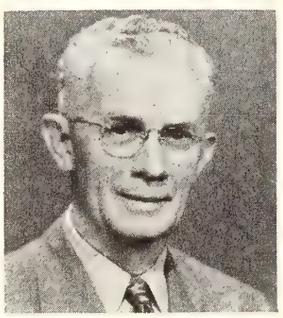
If that were done, there is some possibility that the general level of illumination might be so raised as to require use of more powerful light sources in the projection room but not the slightest trace of objection to increasing the level of auditorium illumination appeared in the discussion. To the contrary, one member

(*Continued on Page E-18*)

Meet STR Advisory Council Member

J. H. ELDER

Interstate Circuit



J. H. Elder, Supervisor of Construction and maintenance for the Interstate Circuit, is a native of Atlanta, Georgia. His first business connection, with Southern Bell Telephone Company, was interrupted by World War I. When his service with the armed forces was ended, Elder spent a year with Swift & Company, and then joined the Paramount organization through Southern Enterprises.

His rise with Paramount was rapid, and between 1928-1932 "Jake" Elder was at the company's New York home office as director of maintenance for all the Paramount-Publix theatres. The disintegration of the Publix chain as it existed in those days and the consequent re-shuffling of personnel transferred him to Texas, the location of his personal choice, where he has remained ever since.

Elder's personal interests are golf, hunting and ranching, especially ranching. He is a 32nd degree Mason and a Shriner, and Chairman of the Committee for Building and Upkeep of Variety Club Charities, but his job as supervisor of construction and maintenance for Interstate comes first of all things with him, and other activities have to wait for whatever time his job may allow. His contributions to the opinions of STR's Advisory Council reflect an immense depth and breadth of experience that add important weight to the Council's conclusions.

STR THEATRE ADVISORY COUNCIL

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PRODUCTS and SUPPLIES

the Equipment Showcase

Presenting Pictorial Closeups and Data on Current Models of Five Leading Manufacturers

BECAUSE OF THE diversity of theatre sizes and operating conditions all sound equipment is tailored to individual requirements by combining suitable amplifiers, soundheads, speakers and other units into systems. Herewith are shown amplifier assemblies of five prominent makers. Each constitutes the core of one sound system, to which properly chosen speakers and so on are matched. If a larger or smaller installation is required, the same maker may furnish a different amplifier than those here shown, and match either the same or different soundheads or speakers to it. No other item of theatre equipment is more flexibly engineered, more completely capable of meeting the needs of every auditorium regardless of its size or design, than the sound system. And nothing, of course, is more important in any theatre than life-like, *natural* sound.

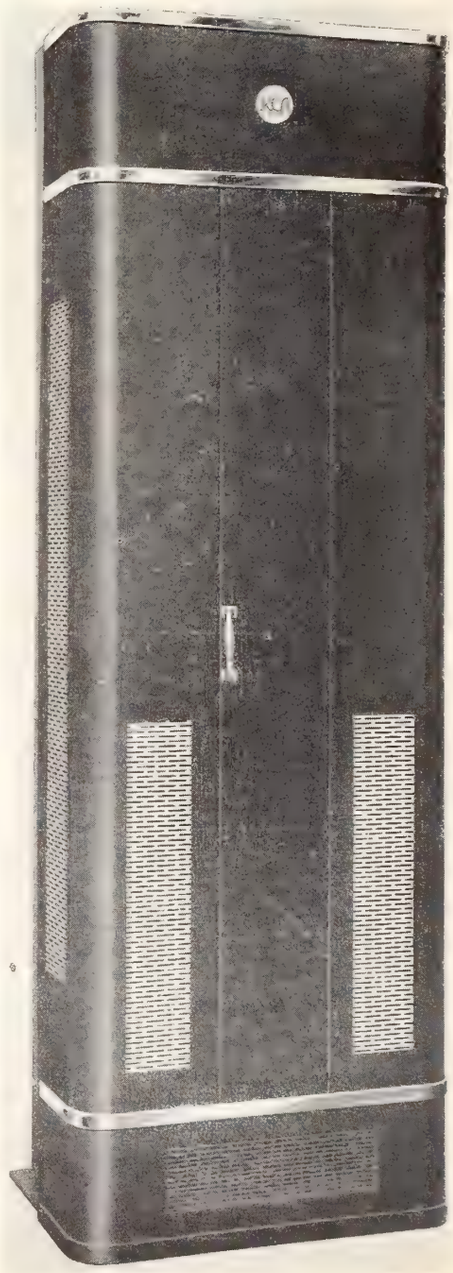


DE VRY 12000

THE DEVRY 12000 amplifier assembly shown here incorporates four amplifier units, an equalizer unit, and the monitor speaker panel, and delivers up to 80 watts sound volume from suitable screen speakers. No separate soundhead is used with this system. The sound reproducer is an integral part of the DeVry 12000 projector, pictured on Page E-7 of STR for January 5, 1946. A pre-amplifier mounts on the front of each projector. A newly-designed filter system which is part of the soundhead-projector reduces flutter content to a rated value of 1/10ths of one per cent. The 12000 equipment is available in battleship gray or in a "victory dress" of old ivory and chrome. Complete accessibility is one of its features, in the upper corners of each of the six upper panels of this "rack" may be seen the chrome hinge devices by means of which each panel swivels open for ready servicing or inspection.

RCA

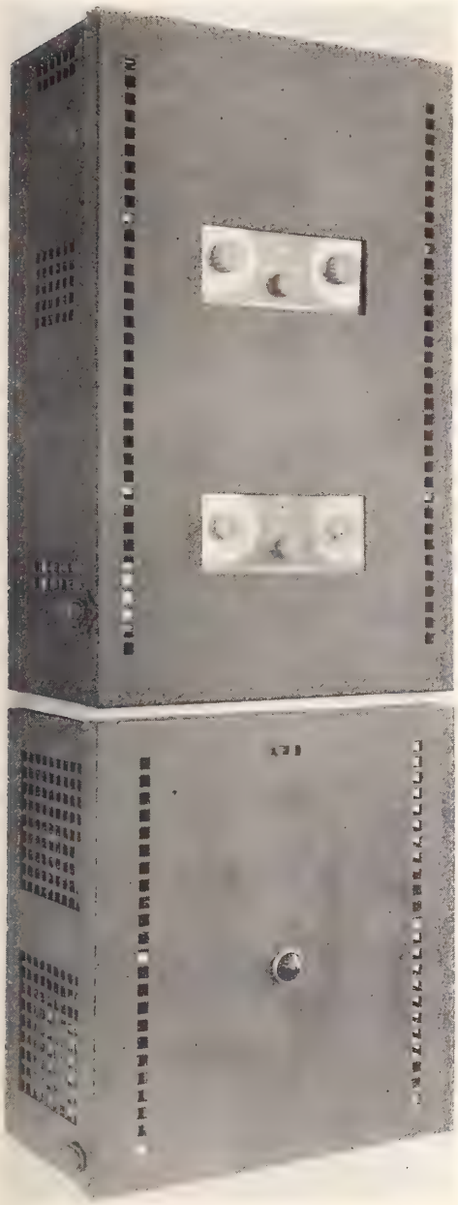
THIS MI-9210-G amplifier rack contains within itself voltage, power and monitor-emergency amplifiers, frequency compensator, cross-over network and exciter lamp supply. Power output is 30 watts with less than 2 per cent distortion; the 15-watt high fidelity monitor amplifier can be switched to supply the stage speakers in an emergency. Used with this panel are MI-9050-D soundheads, incorporating rotary stabilizer film control and cushion-mounting of stabilizer and optical parts to eliminate "microphonic" vibration noise; MI-9700-Series faders and suitable monitor and stage speakers. Amplification is rated high fidelity and can be tuned, by means of the compensator mounted in this panel, to match the acoustics of the auditorium. The exciter lamp supply unit can furnish d.c. to both lamps at once; a switch provides low voltage a.c. to the lamps in emergency. Provisions also incorporated in this panel permit continued performance on low frequency speakers only in the event of high frequency speaker failure.



Sound Equipment for 1946

MOTIOGRAPH MIRROPHONIC

UNUSUALLY STURDY design, emphasizing ample safety factor, is among the many features of the Motiograph Mirrophonic 911 dual equipment, for which these two MA-7505-A amplifiers supply power amplification. Power output is 40 watts with not more than 2 per cent distortion over the entire frequency range. The Motiograph Mirrophonic 7500 Master soundheads, which constitute part of this system, feature large 32-tooth sound sprockets for greater stability of reproduction in addition to the Mirrophonic thermo-proof stabilizer. The complete system includes PA-7505-A pre-amplifiers mounted on the front wall near the projector, frequency-selective network with crossover at 400 cycles, monitor speaker, SE 7520 power supply unit, 32-cell reticular high frequency trumpets, and a low-frequency folded baffle using two 15" speakers. Every portion of the equipment is completely accessible; operation of tubes can be observed at a glance through the grillwork here shown and checked instantly and accurately by means of the panel meters and their associated switches.



CENTURY SOUND

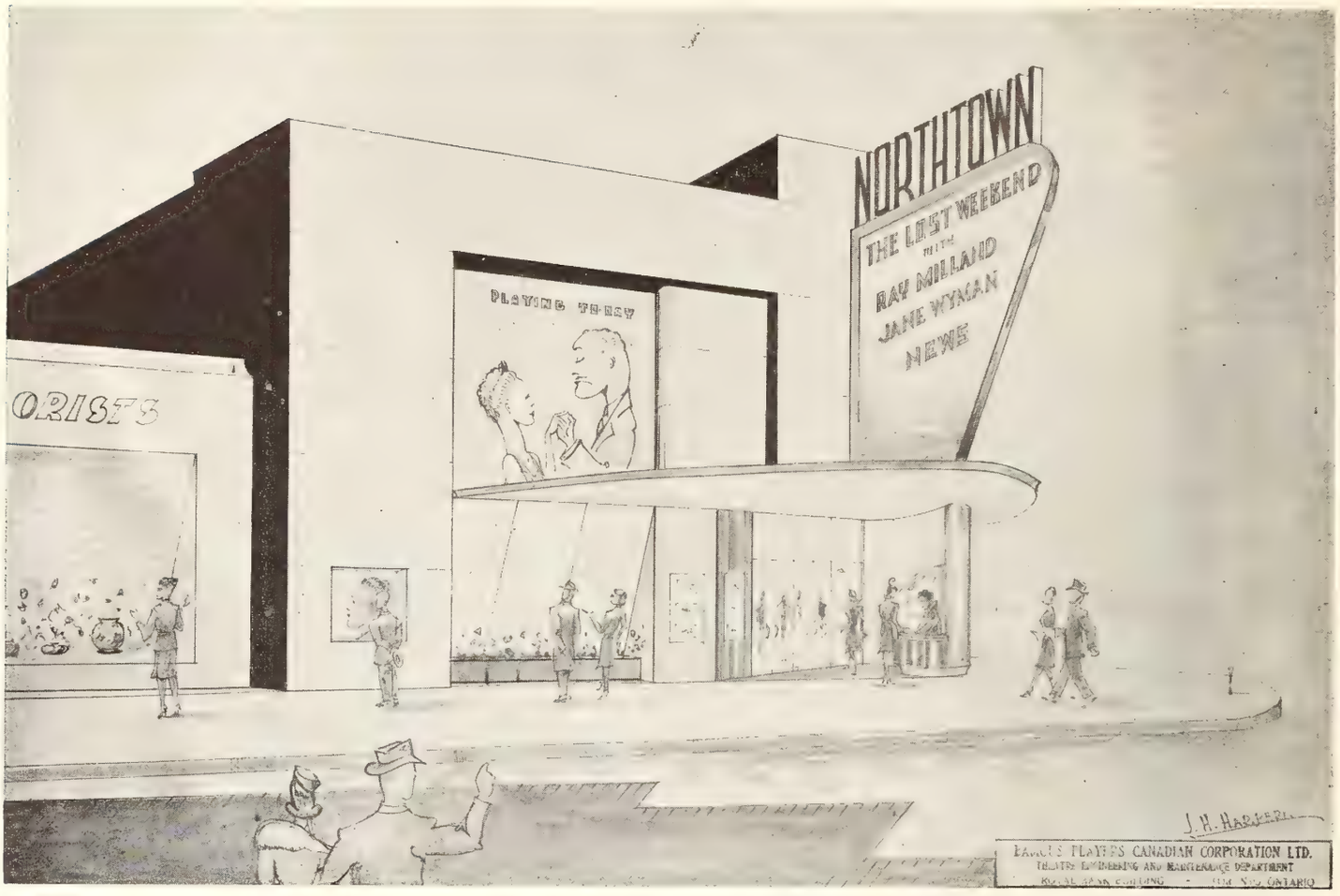
THE CENTURY MASTER Sound System panel here pictured is identical with the Westrex (Western Electric Export) Master Sound System sold in export trade. It is available to U. S. theatres through Century Projector Corporation. The upper panel shown is the A-2 amplifier, compromising regular and emergency amplifier units, monitor amplifier and changeover relay. Power output is 40 watts with 6L6 output tubes, 50 watts with Western Electric 350B tubes in the output sockets. The dials shown control stage and monitor volume; the four-position switches select sound input from the photocells, non-synch, microphone and emergency sources. Rated distortion is less than 2 per cent at full load. The lower panel is the R-4 rectifier which supplies power both to the amplifiers and to the exciter lamps. Used with this unit is the R-2 soundhead, with magnetic-and-oil film stabilizer giving rated flutter distortion of not more than one-twentieth of one per cent; and Altec Lansing Voice of the Theatre loudspeaker assemblies.





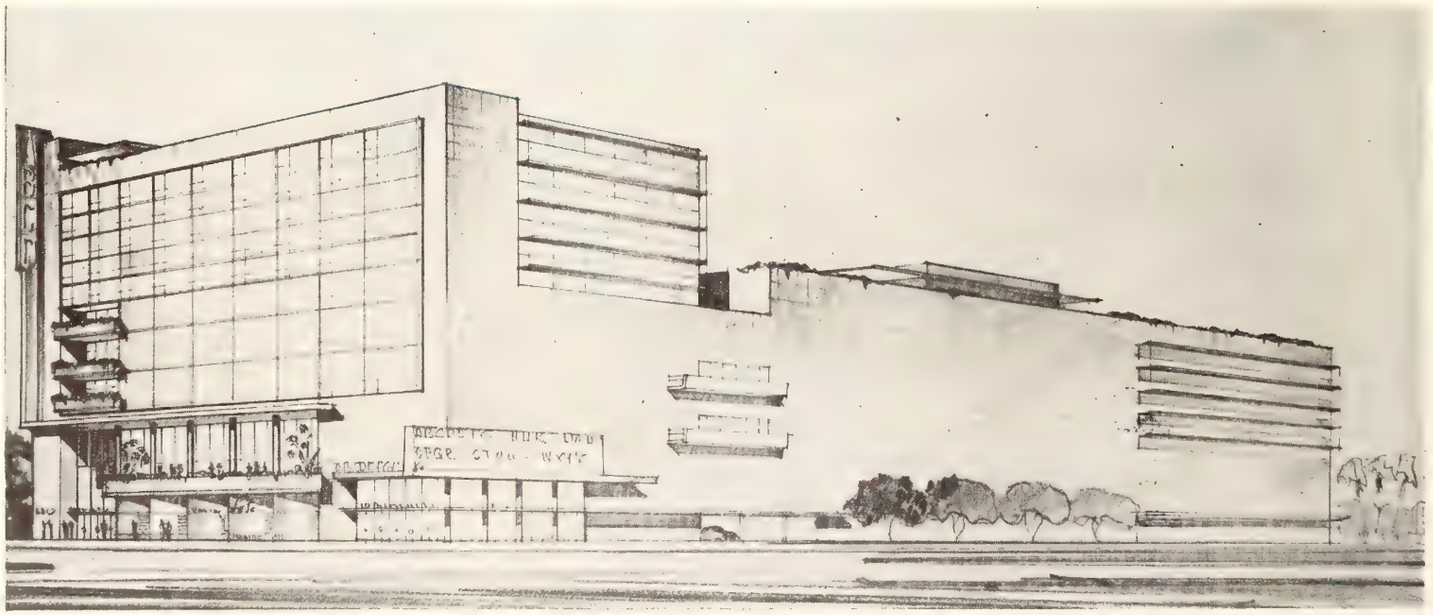
SIMPLEX 4-STAR

THE FAMOUS SIMPLEX 4-Star sound systems are here represented by the C-60 system, of which this AM 105 amplifier is the heart. Used with it are two 4-Star de luxe soundheads incorporating rotary stabilizer control of film motion, an AM 101 volume control amplifier, and suitable speaker units. The system is notable in that it accommodates itself with ease to unusual auditorium conditions. Volume output is 60 watts, distortion rating, 1 per cent maximum. Not only are internal components readily accessible for servicing or inspection, but the many indicating meters on this AM 105 panel give clearly visible indication of the slightest departure from ideal performance conditions. Future introduction of stereophonic recording was anticipated in the design of these sound systems, and they are built to be very economically adapted to any such new developments. Frequency response of all 4-Star systems conforms to the recommended standards set by the Academy of Motion Picture Arts and Sciences.



Neighborhood theatre planned by Famous Players Canadian for Toronto.

NEW THEATRES in the Modern Manner



Proposed facade for the world's largest theatre, the 7000 seat, $5,000,000 project Earl Carroll plans for Sunset Boulevard near El Centro Street, Hollywood. Parking facilities under the theatre, reached by six motor lanes, will accommodate 1000 cars. A revolving turntable will carry three separate stages, each measuring 75'x130', behind a 130' proscenium opening. George B. Kaufman Associates are the architects.

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HERE'S the way to a big improvement in the effectiveness of your movie showings: Shift to Simplified High Intensity Projection! It's bound to make itself felt at the box office (most exhibitors would not think of operating without it). And still, High Intensity Projection will cost you little, if any, more.

Specifically, One-Kilowatt High Intensity Projection provides:

- ***For your color pictures*—a specially designed snow-white light**
- ***For your screen*—50-100% brighter light**

And . . .

- ***For your audience*—beautiful, easier-to-see pictures**

Take the first step today—consult National Carbon Company, Inc., for further facts. Also ask your supply house about the availability of High Intensity Lamps.

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PROJECTION CLINIC

Treating the Auditorium

Improving Tone Quality by Control of Sound Wave Reflections

THE BEHAVIOR of sound waves inside the auditorium constitutes the subject-matter of the science of acoustics.

Two important practical problems of acoustics exist in every theatre. These are: (1) to effect equal distribution of every frequency to every member of the audience, and (2) to control reverberation or reflection of sound.

Two additional problems are encountered in some auditoriums only: namely, to control echo and to reduce extraneous —that is, foreign—noise.

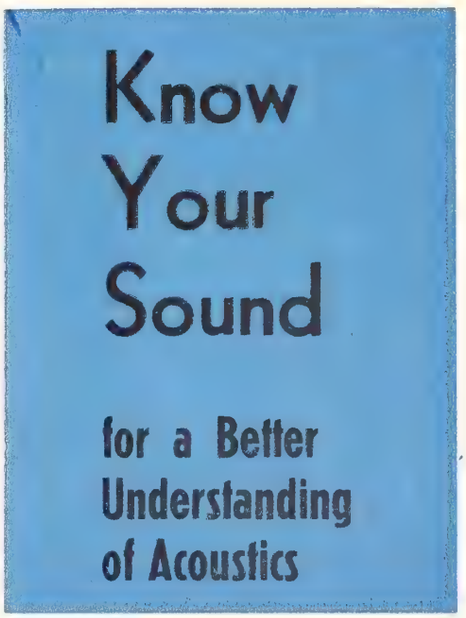
Reverberation presents by far the most widespread, troublesome problem, and the one that needs greatest attention.

Reverberation

In the average closed room, if a sound source is suddenly interrupted, the sound will not instantly stop. It will continue to reverberate or linger for a short time, perhaps several seconds, owing to repeated reflection of the sound waves by the surfaces of the room. The number of seconds required for the sound to decline in strength to one-millionth of its original value (60 db decline in volume) is the reverberation time of the room.

Since most surfaces reflect sound waves to some degree, a reasonable amount of reverberation is always present even in open air. The ear, accustomed to reverberation, finds this natural, and finds too little reverberation not natural at all. With normal reverberation, such as we are used to, there is no difficulty in understanding speech in spite of the fact that original sound waves and reflected sound waves overlap. With too much reverberation, however, the overlapping interferes with intelligibility, and speech becomes hard to understand. With too little reverberation, intelligibility remains perfect, but the sound is not pleasing.

Music is not pleasing when the reverberation is insufficient; it seems dull. Under conditions of excessive reverberation, on the other hand, music seems blurred, successive notes are not clearly separated or defined; they have no crispness; the sound waves representing them are over-



lapped and merged with reflected sound waves representing the last three or four notes.

The finest recording and the most perfectly engineered sound system will not please an audience if the reverberation time of the auditorium is wrong.

Reflection of Sound Waves

Sound waves travel at between 1,000 and 1,100 feet per second, very roughly, the exact velocity depending on the temperature of the air. For the sake of convenience assume the speed of propagation to be only 1,000 feet per second. Then if the sound is reflected back and forth between surfaces 100 feet apart, it is evident that the wave will undergo 10 reflections per second. If the surfaces were only 50 feet apart, there could be 20 reflections per second, and so on.

At every contact with a reflecting surface the sound wave loses some of its energy through absorption. The surface may yield or bend very slightly under the impact of the sound wave, and a portion of the energy is thus translated into internal friction within the substance. If the surface is rough or porous there will be friction between the particles of air and the material, a condition producing another form of absorption.

If a sound wave should lose half its original energy through absorption in the course of being reflected from one surface, and at the next reflection lose half of its remaining energy, and so on, the sound wave will have left at the end of ten such reflections approximately 1/1,000th of its original energy. If these ten reflections require one second of time, the reverberation time of the auditorium will be far longer than one second, since the reverberation time is that number of seconds required for sound energy to decline to one-milionth of its original value.

Yet very few ordinary building materials are able to absorb even half the energy of a sound wave. A concrete surface will absorb only 1½ per cent, a brick wall 3.2 per cent, a plaster wall from 2.5 to 3.4 per cent, and so on. When the reverberation time of an auditorium is too long, special sound-absorbing materials must be used.

Calculating Reverberation Time

Although the reverberation time of an auditorium can be *measured* with suitable apparatus, it is customarily *calculated*. The number of square feet of every different kind of surface in the auditorium is obtained from architects' drawings or by actual measurement. Tables are available giving the percentage of absorption or the "absorption coefficient" of all materials ordinarily used in building construction. A simple mathematical formula, applied to this data, gives the reverberation time.

The number of square feet of any material is multiplied by the absorption coefficient of that material. The result is the number of sound absorbing units contributed by that portion of the surface. Thus, if there are in the auditorium 10,000 square feet of plaster surface with a co-

(*Continued on Page E-21*)

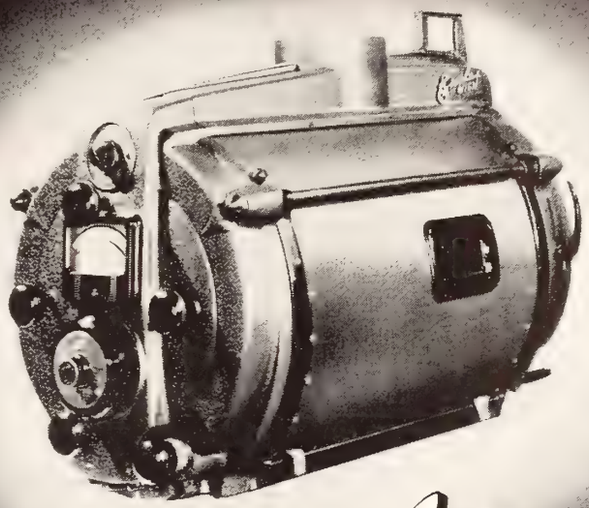
For Better Projection

With this issue STR inaugurates a maintenance memo page for projectionists. We urge you to send it to your projection room each month. It may serve to remind the men there of some detail which, if inadvertently forgotten, could lead to serious and expensive trouble.

Some of the reminders contained therein will appear more than once each month (depending on the frequency with which different details of maintenance need attention), others only once in several months or even once a year.

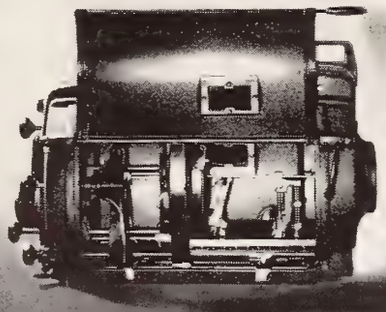
In theatres that enjoy the benefits of sound and projection servicing, re-check by the projectionists between visits of the service inspector affords very important additional protection: do not let the fact that your equipment receives expert inspections periodically deter you from putting this daily reminder into the hands of the men who are in your projection room every day. You will find it on Page E-16.

FOR DOUBLY BRILLIANT PICTURES



Simplex HIGH

PROJECTION ARC LAMPS



Deliver twice as much light as low intensity lamps — the snow-white light that is essential to satisfactory projection of Technicolor pictures.

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THEATRE SUPPLY
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"THERE'S A BRANCH NEAR YOU"

MAINTENANCE MEMOS for Managers

FEB. 4
Dirt accumulates in carpets more quickly in winter. Prolong rug life by thorough cleaning (or shampooing).

FEB. 5
Check boilers; loss of pressure and steam leaks step up fuel consumption.

FEB. 6
If you want to make projectionists tidy and proud of their room, paint it in clean colors.

FEB. 7
Check out-of-way corners for waste accumulation to avoid fire and odor.

FEB. 8
Does your screen give maximum light, or should it get a cleaning or resurfacing, or be replaced by a new one?

FEB. 9
Have you checked all insurance to make certain coverage is as complete as can be secured?

FEB. 10
Are you watching toll calls to hold down costs in ordering supplies, accessories, etc.?

FEB. 11
When ice or snow coats areas that lead from exits make sure doors open easily and ashes are spread.

FEB. 12
Check wattage of lamps, and reduce size wherever safety factor allows.

FEB. 13
Inspect all ladders used by employes to prevent accidents.

FEB. 14
Does the candy set-up have eye-appeal? Boost sales on slow-moving items by improved display.

FEB. 15
Check upright sign supports, cables and wiring to obviate wind damage.

FEB. 16
Are all banners, flags or pennants thoroughly cleaned before being stored for future use?

FEB. 17
Time for another seating checkup to insure comfort and preserve life of chairs. Repair broken parts, etc.

FEB. 18
Check condition of staff uniforms and order repairs or replacements to preserve tidy appearance.

FEB. 19
Meet with projectionists to review condition of all projection and sound equipment.

FEB. 20
Are the mats in your poster frames looking glum? A fresh set will pay off in extra sales punch.

FEB. 21
Check supplies and place orders for the month.

FEB. 22
Has the flag on your stage been cleaned lately? Electric blower plugged in foots gives good effect.

FEB. 23
Have all scales checked to assure accurate weight when patrons' pennies go into the slot.

FEB. 24
Inspect kick plates on all lobby doors. They will benefit from frequent treatment with paint or polish.

FEB. 25
Have you checked the acoustics of your auditorium for changes following redecoration or alterations?

FEB. 26
Varnish will help preserve appearance of exposed frames. Do they still look as attractive as they did?

FEB. 27
March winds ahead. Check roof cornice for bricks or tiles loosened by ice; prevent accidents.

FEB. 28
Check water tower for leaks; make sure roof is tight and supports firm. Scrape and paint rusted areas.

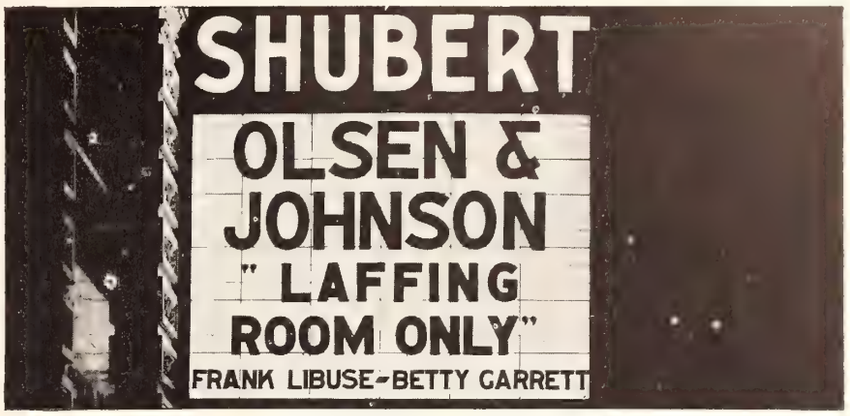
MAR. 1
Income tax deadline is almost here. Submit all reports and forms promptly to avoid confusion or penalties.

MAR. 2
Test fire escapes of counterbalance type to make sure they are in good working order.

MAR. 3
Check your lighting schedule to make certain outside lights are not turned on too soon or too late.

Bill every attraction AS A BIG EVENT

Focus attention on your theatre. Cash in on your front and marquee.



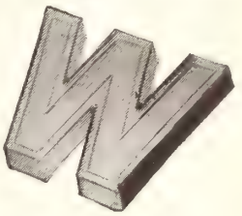
WAGNER'S SENSATIONAL NEW WINDOW-TYPE MARQUEE FRAME

(PATENT PENDING)

Permits billing space of any height or length.

Installed separately and before the glass. Accommodates the largest letters and lifesize colored photo transparencies. Lamps, neon and glass can be cleaned or replaced without removing frames . . . No flimsy soldered parts . . . No shopwork necessary in the event of glass breakage. The most economically maintained frame made.

WAGNER TRANSLUCENT COLORED PLASTIC CHANGEABLE LETTERS



No other equipment affords such a vivid display. Gorgeously brilliant when light shines through them, they assume a sharply silhouetted third dimensional effect by day. 4″, 10″ and 17″ sizes in assorted, beautiful, non-fading colors (red, green, blue, amber and opaque black) that go all the way through, cannot chip or scale, never require painting. Interchangeable, they do double duty, outside on the marquee or inside in Wagner Lobby Displays.

WAGNER LOBBY DISPLAY UNITS

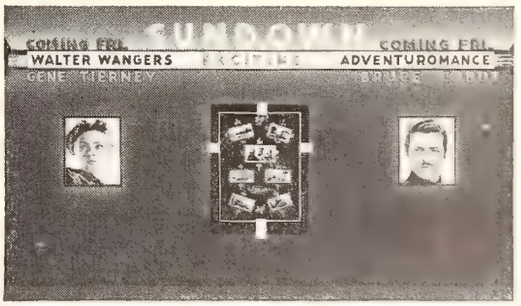


Sell coming attractions. Made of white enamel finished sheet steel. Easy to install. Made in standard sections 7″ high by 24″, 36″ and 48″, which can be combined for any length. Wagner slotted plastic letters can be mounted on the bars in the middle, firmly held in standee positions at the top or suspended from the bottom by clips. Price per lineal foot visible opening, including frames, opal glass, sockets, wiring, wall plate, top and bottom mounting rail, but less lamps, $6. End pieces included at no extra cost on displays 8′ or longer.

WAGNER'S MOUNTING STRIPS

Wagner Plastic Letters can be set up many places where no other display equipment could possibly be used, by using the white enamel finished sheet steel mounting strips. No special wiring is necessary. Drilled for mounting with nails on top of any wood surface, these strips can also be fastened on the under side of a surface and the letters used in suspended position.

WAGNER TRANSPARENCIES AND TRANSPARENCY FRAMES



Inject the compelling power of brilliant, full colored photographic realism in marquee and lobby displays. Available on all stars and in any size to fit Wagner Transparency frames, which in turn fit any Wagner Master Multiple Frame. Shadow boxes are available to fit any transparency frame or may be made by your sign man.

Sold by theatre supply dealers and sign shops.

Wagner Sign Service, Inc.
218 S. Hoyne Avenue
CHICAGO 12, ILL.

FREE! Write today for copy of new catalog on the entire Wagner line of display equipment.

MAINTENANCE MEMOS *for* Projectionists

FEB. 4
Is your stock of spare parts COMPLETE?

FEB. 5
Check all commutators for sparking.

FEB. 6
Text each speaker unit SEPARATELY for volume and rattle-free operation.

FEB. 7
Check cleanliness of lenses, mirror, condenser.

FEB. 8
Test projector fire shutter action for reliability.

FEB. 9
Examine all sprocket teeth for wear and undercutting.

FEB. 10
Check readings of all tube meters. Replace tubes showing weak reading.

FEB. 11
Examine condition of carbon jaws in all lamphouses.

FEB. 12
Do any fuses warm up in operation? Clean fuse contacts or replace fuse.

FEB. 13
Watch titles carefully for any trace of travel ghost.

FEB. 14
Using a watch, check starting time of projector motors. Have they slowed down?

FEB. 15
Check all oil cups and other lubrication points. Re-lubricate as necessary.

FEB. 16
Does the volume control operate quietly?

FEB. 17
Examine projector and soundhead gears; order replacements in advance if any are badly worn.

FEB. 18
Tighten transformer and choke coil assembly bolts in all amplifiers and sound rectifiers.

FEB. 19
Examine aperture plate, film guides, tension shoes, idlers, for wear. Order replacements in advance if any are badly worn.

FEB. 20
Check readings of all tube meters. Replace tubes showing weak reading.

FEB. 21
Are asbestos leads to lamphouse in good condition?

FEB. 22
Are both exciter lamps in perfect focus?

FEB. 23
Inspect tungar rectifier tube filaments. Replace tubes with serious filament sag.

FEB. 24
Check all oil cups and other lubrication points. Re-lubricate as necessary.

FEB. 25
Are you running short of carbons?

FEB. 26
Watch titles carefully for any trace of travel ghost.

FEB. 27
Check cleanliness of lenses, mirror, condenser.

FEB. 28
Check sound system water-pipe ground contact for corrosion and tightness of connection.

MAR. 1
Is your stock of spare parts COMPLETE?

MAR. 2
Check all commutators for sparking.

MAR. 3
Test each speaker unit SEPARATELY for volume and rattle-free operation.



NOW in production for continually expanding delivery, the new 1946 Bodiform Chairs show in every graceful line, in every distinctive feature, their unmistakable supremacy. The skill of American Seating Company's engineers has surpassed all previous achievements in creating features of highest appeal to your patrons and greatest value to you. New comfort, new beauty of design, improved hazard-proof construction, provisions for easier, more economical housekeeping, and smooth, silent operation—these combine to make Bodiform the finest theatre chairs in history.

Service by our Specialized Seating Engineers

Available to you, your architect or your engineers, this *free service* will bring to your seating problems the resources of the world's largest and best seating laboratory—adapting to your needs the latest developments in clear-vision seating and chair-spacing economies. Let us help you.

American Seating Company

GRAND RAPIDS 2, MICHIGAN

WORLD'S LEADER IN PUBLIC SEATING

Manufacturers of Theatre, Auditorium, School, Church, Transportation and Stadium Seating

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When buying janitorial supplies...

National is proud to present a ***new*** and ***complete*** line of sanitary chemical products for every theatre need.

- This label is the hallmark of quality. Look for it! Buy National and be sure of the best!
- A clean theatre builds bigger boxoffice!

NATIONAL THEATRE SUPPLY
Division of National • Simplex • Bludworth, Inc.

NOW PERFECT *Changeover* SYNCHRONIZATION

★ Fewer moving parts, plus simplicity of action means positive, accident-proof control with the new type Strong *Zipper* Changeover. Now available in three standard models—Strong *Special* (for porthole installation), Strong *Zipper* and Strong *Dual-Purpose Zipper* for both *sight and sound.* Essannay Electric Manufacturing Co., 1438 N. Clark, Chicago 10.

Buy War Bonds

STRONG'S *Zipper* CHANGEOVERS
AN ESSANNAY ELECTRIC MANUFACTURING PRODUCT

They are available for all types and makes of arc lamps, and at a cost no greater than that of the ordinary reflectors

National REFLECTORS
. . . are the logical choice for replacement in your lamphouse as they are manufactured by projection equipment specialists.

NATIONAL THEATRE SUPPLY
Division of National • Simplex • Bludworth Inc
"There's a Branch Near You"

(*Continued from Page E-6*)

added this comment: 'We are making our auditoriums more illuminated than in the past for safety."

Auditorium Appearance

Another fairly unanimous trend was found in the preference of most members for indirect lighting.

"We are going to feature indirect lighting as much as possible, doing away with fixtures as much as we can."

"All concealed lighting where possible —no fixtures."

"Continued use of concealed lighting."

"We have had considerable success with R-40 floods or spots in the illumination of the auditorium in connection with tube lighting. Recessed or hidden neon tubing seems to be the most effective. We feel it has great possibilities for the future. We are discontinuing wherever possible any additional light source in the sidewall brackets or anything that may be distracting to a patron watching the screen."

A minority did dissent; one member recommended better blending of the decorative scheme and lighting fixtures.

As to the type of lamp preferred, cold cathode tubing appeared to be far in the lead. Typical comments were:

"Cold cathode or neon strip lighting."

"Cold cathode wherever possible."

"Colored tubing where possible."

"The advantages of this type of lighting are long life of tubes and flexibility (dimming)."

"We are planning tube lighting and recessed floods."—"A combination of neon in coves with decorative brackets and ceiling fixtures," were other recommendations.

Lighting Circuits

We then asked what lighting plan (number of circuits, etc.) the members would recommend. Many of the Councilors were somewhat hesitant to answer that one, feeling that too much depended on the architectural plan and design of the theatre. Those who did answer, however, favored use of two circuits, one adding that for medium-sized houses he recommended three lighting circuits, and for large theatres four circuits. Another, without specifying the number of circuits he would use, commented: "All theatres should have all the light the picture will stand. Colored light for auditorium and standee."

"Two circuits, and indirect lighting so installed that relamping is not a difficult job, is an ideal set-up both for beauty and maintenance," another contributed.

A more detailed comment was:

'The number of circuits and lighting plan depend entirely upon the load per circuit. Our installations are made according to established Underwriters' Code so that no circuits are overloaded, and as many circuits are used as are necessary. Where a large number of branch circuits are involved, we utilize contactors controlled by one switch, each circuit separately fused. This eliminates the neces-

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Summerville, S. C. T. W. Salisbury, Sr., opened his new 400-seat Salisbury Theatre before construction was complete and while a considerable number of seats were uninstalled.

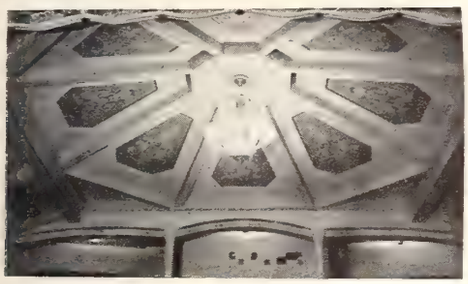
sity for multiple switches in controlling house or running lights. To recommend a maximum requirement of circuits would have a tendency to encourage overloading, because attraction lighting, spot lighting, lobby, foyer, and auditorium lighting are a variable factor."

Black Light

"What is your estimate of fluorescent murals, used in conjunction with black light as a means of auditorium decoration?" was our next question.

Here opinion was substantially unanimous that such decoration must not be allowed to distract audience attention from the screen. On that condition, the majority favored fluorescent murals, but a minority was very strongly opposed. "Not worth anything," one member said flatly. "Novel, but expensive to keep up, and we don't believe they are worth the money," said another. "We find it distracts from patrons' attention to the screen and would not use it if we could





Two typical examples of fluorescent ceiling design, contributed by a Council member.

have it at the same cost as other decorative treatment," added a third.

But the majority were decidedly in favor of fluorescent murals and black light, on the condition that it is not so used as to be distracting.

"Okay when it does not interfere with the enjoyment of the picture."

"Fluorescent murals which we have in quite a few of our theatres have worked out very nicely and always give our patrons that extra something to talk about. Although one point should be stressed, and that is not to place them too close to the front part of the theatre where they might distract from the screen."

"Fluorescent murals are my interest, but should be used with discrimination. We are not yet completely satisfied as to practicability."

"Have used some—very good if not overdone."

"We have found them somewhat distracting from the entertainment on the screen, and troublesome and costly to maintain, but with the perfection of black light and with care in selecting patterns and designs and locations of the same, we believe that fluorescent murals have possibilities."

"Very attractive and outstanding as a means of interest. There are many locations such as rest rooms, foyers, lobbies, etc., in which fluorescent murals can be used to greater advantage than in an auditorium, where they more or less detract from the performance."

"We were one of the first circuits to use fluorescent murals and black light as an outstanding means of auditorium decoration. Results so far have not been entirely satisfactory. Maintenance costs are high. This form of lighting is still in the experimental stage, but it has great future possibilities."

Sterilizing Lamps

The next question—the value of sterilizing or germ-killing lighting in the theatre and in rest rooms—turned up strong interest but no definite experience to date. Cost studies and experiments are being planned. One member thought such light sources might best be used in conjunction with the air conditioning system. Another thought their installation would be a sales argument of interest to the public, and a third commented that he had found excellent patron acceptance of germ-killing toilet seats in rest rooms. One adverse comment was offered: that experience showed use of electric sterilizing equipment in rest rooms tended to make the janitors careless.

In view of the Council's lack of experience to date with sterilizing lamps, we did not ask a further question on that subject which we had in mind. These lamps act, in part, by ionizing some of the oxygen in the theatre to ozone, and the presence of even a small amount of ozone is supposed to produce a feeling of well-being, health and mild exhilaration. Perhaps the Council will tell us, after they have experimented further, whether these lamps give the audience a satisfied sense of well-being while they are in the theatre.



The unhappy patient pictured above probably could have avoided this painful situation by having had regular scheduled check-ups made on the condition of his molars.

Booth equipment breakdown may not be actually painful but it can certainly be expensive. Here again you have a situation that can be easily avoided by a little foresight. Scheduled check-ups by an RCA Service Representative and regular maintenance will put your equipment in first-class condition and keep it there.

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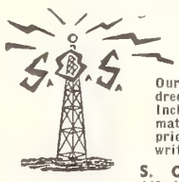
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(*Continued from Page E-5*)

The theatre apparently had no fire-retarding wall to protect it against careless confectioners. Fire-fighting equipment had to be called from Los Angeles to help the local department. Loss, including damage to adjoining properties, $500,000.

Ford Theatre, Ford City, Pa.—Fire caused by defective wiring swept through the stage and curtains to the ceiling of the theatre. The fire department of the neighboring community of Kittaning had to be called in to help. Damage, $25,000.

Pennington Gap, Va.—Carelessly-thrown cigarette started a fire that burned all night. The neighboring community of St. Charles sent its fire department to assist. A volunteer firefighter suffered a broken leg. Loss, including damage to other properties in the building, $125,000.

Durfee Theatre, Fall River, Mass.—Damage unestimated but described as considerable resulted from a two-alarm fire. The Durfee stands on the site of the Rialto Theatre, which was destroyed by fire in 1928.

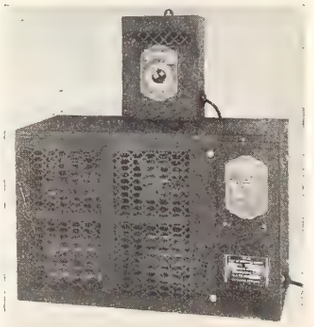
Strand Theatre, Kingsport, Tenn.—Eight hundred patrons filed out quietly as the theatre was completely destroyed. Damage, $100,000. The three other theatres in town announced they would each open an hour earlier in the morning to take care of the expected surplus patronage.

Not a bad record for Old Man Fire to run up for himself in only ten days, do you think?

More Theatre Devices

Factories that were doing all sorts of things for the government a short time ago are turning now to the theatre field in a search for outlets for their productive capacity. The process can be expected to bring to the theatre new devices as well as improvements to old ones, all contributing to the creation of still higher standards of showmanship, exploitation and patron comfort.

This month brings word that the manufacturers of Homozone, electrical deodorizer and germ killer, have turned their factory facilities from government work to the production of ozone generators tailor-made to the requirements of each separate theatre. Units suited to mounting inside air conditioning ducts (and operated by remote control), will be supplied, as well as others of various sizes that may be mounted on the ceiling near the fresh-air inlet, or in rest rooms.



And this month's report of the Advisory Council (see Page 6) discusses the use of de-odorizing and germ-killing lamps.

The theatre of a very few years hence should have many devices—which theatremen then will consider commonplace necessities—that today do not exist or are very rare.

(Continued from Page E-12)

efficient of absorption of .03, the total absorption units provided by that surface are 10,000 x .03, or 300 units.

All surfaces of the auditorium being similarly calculated, and the number of absorption units contributed by each being added together, the result is the total absorption of the auditorium in units.

However, in the case of seats, the absorption is not figured by measuring the number of square feet of chair surface, but by adding in the number of units *per chair,* which the chair manufacturer can supply. The absorption of the audience is also figured in, to determine the total auditorium absorption at different conditions of attendance. Absorption provided by the audience is counted as 4.7 units *per person.*

When the total absorption of the auditorium is known, it still remains necessary to calculate the volume or cubical contents of the enclosure, either from architects' drawings or actual measurements.

Then the formula can be applied: T = .05V/a, in which T is the reverberation time, V is the volume or cubical contents of the theatre, and "a" is the sum of all the absorption, as determined by adding all the absorption units present.

This formula can be applied to several different sets of conditions by varying the value of "a" to represent full audience conditions, half audience, one-third audience, and so on.

Desirable Reverberation Time

Experiment and mathematical theory agree that the most desirable reverberation time for any auditorium should vary according to its size. Electrical Research Products, Inc., has determined the most desirable reverberation time for auditoriums used as motion picture theatres. These are, very approximately, for theatres of different cubical contents:

CUBICAL CONTENTS	REVERBERATION TIME
10,000 cu. ft.	1.0 second
35,000 " "	1.1 "
75,000 " "	1.2 "
125,000 " "	1.3 "
200,000 " "	1.4 "
275,000 " "	1.5 "
375,000 " "	1.6 "
475,000 " "	1.7 "
600,000 " "	1.8 "
775,000 " "	1.9 "
900,000 " "	2.0 "

The above figures are based on an audience of 1/3rd capacity. Reverberation time of course will be less with a full audience; however, if the seats are very heavily upholstered, so that even when unoccupied, they have nearly the same absorption as a human being and his clothing, the difference under changing audience conditions will be relatively small.

The above figures assume a sound frequency of 512 cycles. Absorption coefficients are conventionally calculated for that frequency.

Reverberation And Frequency

No theatre will have the same reverberation time at every frequency, since no material has the same absorption at all frequencies. A theatre may be reverberant at some frequencies but not at others. The following tabulation will indicate how the sound-absorbing properties of two common materials vary with frequency:

MATERIAL	SOUND FREQUENCY IN CYCLES PER SECOND				
	297	581	1095	2190	2890
Oak Wood	.011	.007	.011	.006	.005
Hair felt, 1 inch..	.330	...	.620	.940	.900

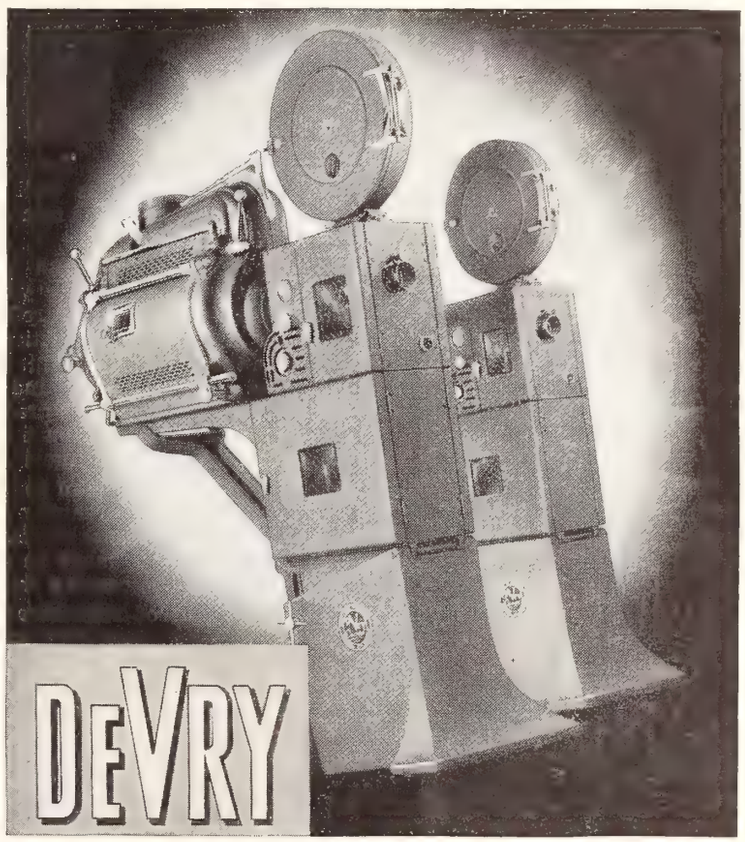
It readily can be seen that oak wood at 2,890 cycles has only about one-half the absorbing power it has at 1,095 cycles. The hair felt, on the contrary, has a higher absorption at higher frequencies—nearly three times as great at 2,890 cycles as at 297 cycles.

Thus, acoustical treatment of an auditorium for reverberation may depend in part upon the frequency at which reverberation time is objectionable. The selection of sound-absorbing materials to be applied may thus be limited to materials that have their maximum effectiveness within the frequency range involved.

Frequency does not appear in the formula T = .05V/a; it is represented, however, in "a," as the coefficients of absorption from which "a" is obtained are based on measurements made at some one frequency. If a different table of coefficients (based on measurements made at a different frequency) were used, "a" would work out to a different figure entirely.

Location of Absorbing Materials

The formula T = .05V/a does not take into account the location of absorbing materials. So far as that formula is con-



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The FRONT of the MONTH



The elaborate front on "Enchanted Forest" at the Victoria Theatre, Times Square, N. Y., has been enchanting the holiday throngs on the Gay White Way. The display in the upper left hand corner plugs the fact that the film is in color with vari-colored neon on a series of flashers. Giant title letters are in mirror mosaic low relief.

cerned, they may just as well be on the floor as on the ceiling, the calculation will still come out the same.

This is in accordance with the modern understanding of acoustics, which holds that a given sound wave is reflected over and over again, from practically every surface in the theatre, before it finally dies away, and that the same sound-absorbing surface will therefore have practically the same effect on reverberation time no matter where in the auditorium it is located.

There is a special case of reverberation, namely echo, in the treatment of which the above statement does not hold true. A direct attack must be made on the specific surface area that is causing the echo.

For treatment of reverberation faults, however, sound absorbing material, if needed, can be installed wherever it will harmonize best with the existing decorative scheme and with considerations of maintenance.

Sound Distribution

In some theatres the problem of securing effective distribution of sound is still as difficult and important as control of reverberation. This is especially true in theatres that have not installed modern speaker systems.

Since sound should be neither so weak as to be hard to understand and enjoy, nor so loud as to be unnatural or annoying, the volume level *at each individual seat* must be pretty much the same otherwise sound will be too weak for some patrons and too loud for others.

This even distribution of volume must be obtained not at one frequency only but at all frequencies, otherwise there will be frequency distortion *at some seats* exactly as there would be in the entire theatre if the amplifier developed certain faults.

The problem of obtaining such even distribution is complicated by reverberation —that is, by the additional volume at some frequencies which reflected sound will contribute at some seats.

The problem is further complicated by the fact that high and low frequencies of sound do not behave in exactly the same way; the low frequencies tend to spread more evenly while the higher ones behave more in the nature of beams of light, following straight lines. The distribution of reflected sound in the auditorium thus differs considerably at different frequency bands.

Earlier type speakers, still in use in many theatres, were designed to give compromise results. They were partly directional. One speaker, as a rule, reproduced all frequencies.

Securing good distribution with such speakers is in some theatres a very difficult matter, often best approached by utilizing the semi-directional properties of the trumpets to point the sound rather directly at the audience and thus minimize the volume that will reach reflecting surfaces. However, every set of speakers and every auditorium present an individual problem, to be solved principally by trial and error and endless patience.

For many years, however, progressive improvements looking toward better dis-

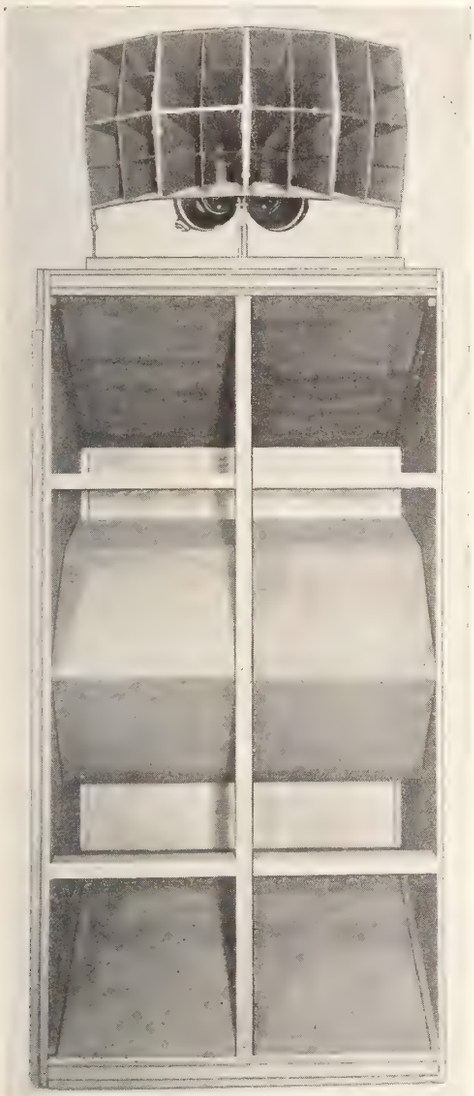
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tribution as well as better initial sound quality, have been available, and all earlier types of speakers, even though still used, are obsolete types now. In modern systems the low and high frequencies are reproduced by entirely different units, and adequate spreading of the higher frequencies is secured by equipping h.f. units with a trumpet cluster. Reverberation is controlled, where necessary, by suitable



A Modern-type Theatre Speaker. See also illustration on Front Cover of Equipment Section.

treatment of reflecting surfaces; distinctly improved distribution of all frequencies is secured throughout the auditorium, and expensive experimental pointing and repointing of the trumpets is no longer a burden on installation costs.

Echo

Flat surfaces act upon sound waves the way a flat mirror acts on light. Curved surfaces, however, are sometimes found in auditorium interiors which act like converging mirrors. By concentrating substantial volumes of reflected sound in a relatively small area, they create echo.

An echo will sound like simple reverberation if it reaches the listener's ear promptly after the direct sound. To be distinguishable as echo there must be a time interval of not less than 1/17th second after the direct sound has been heard. Hence the path followed by the reflected sound must be at least 65 feet longer than the direct path (allowing the sound wave a velocity of 1105 feet per second).

Application of sound-absorbing material to the offending surface is one of two methods used to control echo. Another is called "coffering." It consists of breaking up the surface into smaller surfaces, which in turn break up the sound wave and convert echo into simple reverberation. A coffer is a deeply-sunk panel. A typical theatre coffer may be about four feet square, recessed perhaps ten inches below the main surface. There usually are several such recesses, one inside the other.

If coffering is used, the smaller surfaces created should be proportioned to the wave length at which the echo is predominant. If they are made too small or too large in proportion to wavelength, they will continue to serve as echo-producing reflecting surfaces.

Noise

Depending on location and details of construction, a theatre may be troubled by noise, particularly traffic noise, and especially so when one wall abuts directly on a busy street. Machine noise originating within the theatre may also be troublesome. Heavy motors or generators, ventilating machinery or air conditioning machinery, may be the source of such noise, and some of it may be transmitted through ventilating ducts. The projection room is sometimes a source of distracting noise to balcony patrons.

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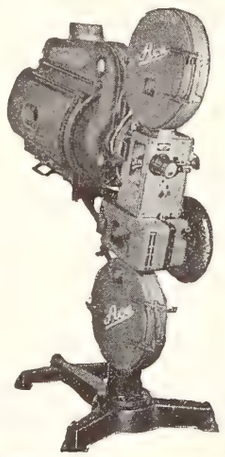
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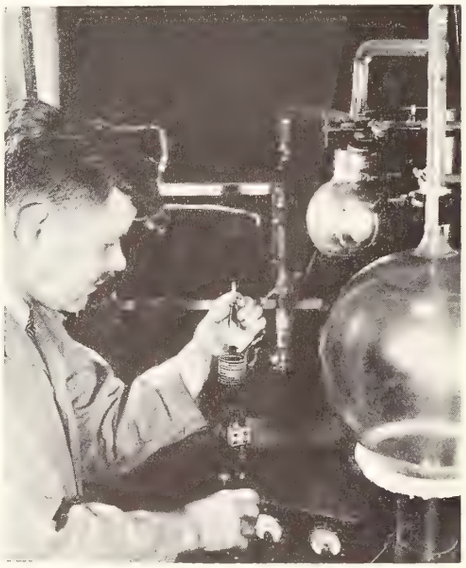
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proofed with materials made for that purpose. There are special materials for soundproofing ventilating ducts. Where street noises are transmitted into the theatre through exit doors, soundproof doors can be substituted. Machinery can be so mounted that it will not transmit vibration to the floor on which it is mounted; this is usually effective in eliminating machine noise. Projection room ports can be soundproofed.

Conditions that give rise to disturbing noise in the auditorium are many and varied; remedies vary accordingly. Some of the commoner of these problems will be reviewed herein from time to time.

One word of important caution, however, should be stressed now: errors in acoustic treatment can be expensive! Expert advice is obtainable from consulting engineers as well as from manufacturers of acoustical materials. The theatre manager is that much further ahead if he knows enough of what acoustics is all about to be able to talk intelligently with expert advisers, and with salesmen; but if he tries to be his own expert, he will almost certainly be making a serious mistake.



WONDER HOW MANY SQUARE MILES OF AREA IT'S ABLE TO BLOW UP? Yes, that little thing like an olive that Westinghouse Research Engineer W. C. Lilliendahl is holding with the tweezers! That's it, folks—that's ultra-purified uranium. Westinghouse Lamp Division's Laboratory at Bloomfield, N. J., was the only American supplier of the chemically pure substance when the atom project began.

Showmanship DATES

Feb. 4: National Drama Week, Feb. 4-11.

Feb. 7: Long distance telephone, New York to Chicago, 1892.

Feb. 8: Boy Scout Anniversary Week, Feb. 8-14.

Feb. 9: William Henry Harrison (9th Pres.) born, 1773.

Feb. 11: Thomas A. Edison, born 1847.

Feb. 12: Abraham Lincoln, born 1809. Georgia Day (Holiday in Georgia).

Feb. 14: St. Valentine's Day.

Feb. 18: Brotherhood Week, Feb. 18-25. National Cherry Week, Feb. 18-24.

Feb. 22: GEORGE WASHINGTON, Born 1732, (Legal Holiday).

Feb. 25: Victor Hugo, born 1802.

Feb. 27: Henry Wadsworth Longfellow, born 1807.

March 1: U. S. Dept. of Education, est. by Congress, 1867.

March 2: Texas Independence Day.

March 3: Bell, inventor of telephone, born 1847.

Will *They* Solve Your Problem?

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The Cover

The sound of the loudspeakers and the image on the screen are the two things the patrons come to the theatre for. In both, quality of results is of supreme importance. Our cover shows the Altec Lansing Model A-1 Voice of the Theatre behind the proscenium of the huge New York Paramount Theatre in Times Square. Paramount's Supervisor of Projection and Sound, Harry Rubin, tells STR that replacing the very excellent speakers previously used with this Voice of the Theatre unit gave him an increase in volume range of approximately 4 db, with strikingly audible improvement in quality and sound "presence."



'DECIDEDLY DIFFERENT.' Rita Hayworth, bright particular singing and dancing darling of many big musicals, takes a new path in her histrionic career in a highly emotional role in "Gilda," which Hollywood observers call a "decidedly different" sort of picture for the glamorous redhead.



ROBUST ROMANCE. Cornel Wilde, who came to the fore in "A Song to Remember" makes his third appearance in a Columbia production as the swashbuckling hero of "The Bandit of Sherwood Forest," scene from which is shown above. Anita Louise is the object of the romantic hero's attentions.

Columbia Stars Spark Anniversary Films

(*Continued from Page* 50)

West, presents Evelyn Keyes as the frontier girl who is loved by two men, Willard Parker, only doctor in the town, and Larry Parks, youngest son of a family of outlaws. Others in the cast include Edgar Buchanan, Jim Bannon, Forrest Tucker, Ludwig Donath, Frank Sully, Willard Robertson and Paul Burns. George Sherman directed.

O'Brien in Thriller

Pat O'Brien and Ruth Warrick star in "Perilous Holiday," a comedy thriller laid in Mexico. O'Brien is seen as a Government agent whose job is to break up a gang of international thieves, and Miss Warrick plays a newspaper woman who works on the case with him. The cast includes Alan Hale, Edgar Buchanan, Audrey Long and Eddie LeBaron and his orchestra. Phil L. Ryan produced and Edward H. Griffith directed.

Another on the list is "Tars and Spars," screen version of the famous Coast Guard musical which stars Alfred Drake, Janet Blair and Marc Platt with Sid Caesar and Jeff Donnell. Alfred E. Green directed, and in addition to the singing of Drake (of "Oklahoma!" fame) and Miss Blair, and the spectacular dancing of Marc Platt, the film introduces a new comic, Sid Caesar.

Current Hits on List

Already playing briskly to rushing business at first run theatres, and set to enjoy the majority of its run during the Silver Anniversary year, is "Kiss and Tell," screen version of the George Abbott stage hit, which presents Shirley Temple in her first adult solo starring role. Jerome Courtland, Walter Abel, Robert Benchley, Porter Hall and Tom Tully are featured. Sol Siegel produced and Richard Wallace directed.

Another of the already realeased productions which will hit the majority of theatres during the Anniversary year, is "She Wouldn't Say Yes," comedy starring Rosalind Russell and Lee Bowman with Adele Jergens, Charles Winninger, Harry Davenport and Sara Haden. Alexander Hall directed for Producer Virginia Van Upp.

Fred MacMurray stars in twin roles in "Pardon My Past," a fast moving comedy of mistaken identity, which features Marguerite Chapman, Akim Tamiroff, William Demarest, Rita Johnson, Harry Davenport and Douglas Dumbrille. Leslie Fenton produced and directed.

Standout Names of Studio World Listed on Columbia Talent Roster

Columbia is turning on the full resources of the studios' artistic, technical and showmanship power to highlight the Silver Anniversary year with top flight productions. As a starter for the 1946 year, the company has scheduled five productions that were given especially elaborate treatment in all department of scripting, casting and production and directorial departments.

The studio personnel includes names of outstanding rank in the producer, director and player classifications of Hollywood.

Among the producers are: Virginia Van Upp, Sidney Buchman, Don Hartman, Sidney Biddell, Samuel Bischoff, Edward Nealas, Sidney Skolsky, Burt Kelly, Jules Schermer, B. F. Zeidman, Michel Kraike, Wallace MacDonald, Ted Richmond, Rudolph Flothow, Leonard Picker, Colbert Clark, Leon Barsha, Jules White and Hugh McCollum.

The directors comprise: Charles Vidor, Alexander Hall, Irving Cummings, Edmund Goulding, Sam Wood, Richard Wallace, Alfred E. Green, George Sherman, Joseph H. Lewis, John Haggott, William Castle, Abby Berlin, Ray Nazarro and John Sturges.

The players include: Rita Hayworth, Rosalind Russell, Irene Dunne, Evelyn Keyes, Janet Blair, Alexander Knox, Lee Bowman, Glenn Ford, Marguerite Chapman, Alfred Drake, Anita Louise, Larry Parks, Adele Jergens, Ann Miller, Penny Singleton, Marc Platt, Willard Parker, Edgar Buchanan, Arthur Lake, William Holden, Richard Dix, Warner Baxter, Chester Morris, Janis Carter, Charles Starrett, Smiley Burnette, Lynn Merrick, Nina Foch, Judy Canova, Jeff Donnell, Leslie Brooks, Dusty Anderson, Jim Bannon, Joe Besser, Ken Curtis, Robert De Haven, Ludwig Donath, Hoosier Hot Shots, Doris Houck, Ross Hunter, Coulter Irwin, Richard Lane, Jimmy Lloyd, George Macready, Gay Nelson, Gloria Patrice, Adelle Roberts, Robert Scott, Larry Simms, Deuce Spriggins, Robert Stanton, Robert Stevens, Frank Sully, Loren Tindall, Forrest Tucker, John Tyrrell, The Vagabonds, Lillian Wells, Andy Clyde, Shemp Howard, Eddie Foy, Jr., Three Stooges and Vera Vague.

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in perenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith..	88		Reissue
	Birth of a Star	Danny Kaye	38..SP		New Release
	Caldonia	Louis Jordan & Band	28..SP		New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

	CURRENT 1944-45			Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel..	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes		7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6031	Boston Blackie Booked on Suspicion	C. Morris-L. Merrick	67	5/10/45	a3/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6010	Fighting Guardsman (D)F	W. Parker-A. Louise-J. Carter	84	5/24/45	b10/13/45
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader	Phil Harris-Leslie Brooks	70	9/13/45	a6/9/45
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	60	1/24/46	a11/24/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay	J. Canova-R. Hunter-L. Merrick	62	11/29/45	a10/6/45
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan.	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	61	12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

	Bandit of Sherwood Forest (Tech.)	Cornel Wilde-Anita Louise	87	2/21/46	a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton		2/21/46	a11/10/45
	Boston Blackie's Private Ghost	Chester Morris-Jim Bannon			
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	74	2/26/46	a11/17/45
	Gilda	Rita Hayworth-Glenn Ford			a1/26/46
	Just Before Dawn	Warner Baxter-Mona Barrie		3/7/46	
	Mysterious Intruder	Richard Dix-Barton MacLane			
	Night Editor	William Gargan-Janis Carter			
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	64	2/14/46	a11/10/45
	Perilous Holiday	P. O'Brien-R. Warrick-E. Buchanan			
	Renegades (Tech.)	Evelyn Keyes-Willard Parker			
	So Dark the Night	Micheline Cheirel-Steven Geray			a1/26/46
	Story of Jolson (Tech.)	L. Parks-E. Keyes-W. Demarest			
	Talk About a Lady	Jinx Falkenburg-Joe Besser			
	That Texas Jamboree	Ken Curtis-Jeff Donnell			
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman			a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw	Charles Starrett-Tex Harding	59	1/31/46	
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	55	12/20/45	b1/12/45

Westerns (Coming)

	Galloping Thunder	Charles Starrett-Smiley Burnette			
	Gunning for Vengeance	Charles Starrett-Smiley Burnette			
	Heading West	Charles Starrett-Smiley Burnette			
	Landrush	Charles Starrett-Smiley Burnette			
	Phantom of the Desert	Charles Starrett-Smiley Burnette			
	Roaring Rangers	Charles Starrett-Smiley Burnette	55	2/14/46	
	Terror Trail	Charles Starrett-Smiley Burnette			
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts		3/14/46	

MGM

Group No.				Mins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson		140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn		65	July	b6/23/45
11	Clock, The (D)F	Judy Garland-Robert Walker		90	May	b3/24/45
11	Gentle Annie (W)F	James Craig-Donna Reed		80	May	b12/23/44
Sp.	National Velvet (D)F	Mickey Rooney-Elizabeth Taylor		125	Apr.	b12/9/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield		110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart		102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams		105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick		78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore		119	June	b4/14/45
11	Without Love (CD)A	S. Tracy-K. Hepburn-L. Ball		111	May	b8/24/45

Current 1945-46

13	Abbott & Costello in Hollywood (C)F	Abbott & Costello		81	Oct	b8/25/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll		89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso		76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak		101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson		111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty		69	Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson		106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz		76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson		91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford		86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne		138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks		89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr		104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson		130	Oct	b7/21/45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn		96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer		106	Dec.	b10/20/45

COMING

	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125	b12/22/45
	Army Brat	James Craig-Frances Gifford		a1/26/46
	Bad Bascomb	Wallace Beery-Margaret O'Brien		a9/29/45
	Black Sheep	James Craig-Skippy Homeier		
	Boy's Ranch	James Craig-Skippy Homeier		a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan		
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams		a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake		
	Fiesta (Tech.)	Esther Williams-John Carroll		
	Green Years, The	C. Coburn-T. Drake-S. Royle		a1/26/46
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"		a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell		
	Hoodlum Saint	William Powell-Esther Williams		a9/29/45
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105	b12/1/45
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn		
	Postman Always Rings Twice	Lana Turner-John Garfield		a9/29/45
	Star From Heaven	Marshall-Thompson-Jim Davis		
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold		
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra		
	Time for Two	J. Hodiak-L. Ball-L. Nolan		
	Two Sisters From Boston	Kathryn Grayson-June Allyson		a10/20/45
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig		a10/20/45
	Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110	b1/12/46

MONOGRAM

Prod. No.				Rel. Date	See Issue of
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
508	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	12/15/45	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Klds-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
406	G.I. Honeymoon (C)A	Gale Storm-Peter Cookson	70	5/5/45	b3/3/45
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/2/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/15/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

COMING

	Charlie Chan at Alcatraz	S. Toler-B. Fong-M. Moreland		a1/26/46
528	Face of Marble (H)A	John Carradine-Claudia Drake	72	b1/26/46
507	Fear (My)A	Warren William-Anne Gwynne	68	b12/29/45
529	Gay Cavalier	Gilbert Roland-Martin Garalaga		
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox		
514	Junior Prom	Freddie Stewart-June Preisser		
509	Live Wires	Leo Gorcey-Huntz Hall		a11/10/45
	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61	b1/19/46
	Shadow's Shadow, The	Kane Richmond-Barbara Reed		
	Suspense	Belita-H. Valdez-A. Dekker		a12/29/45
	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74	b1/26/46

Westerns (Current 1944-45)

565	Border Bandits	J. M. Brown-R. Hatton	57	1/12/46	
452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
430	In Old New Mexico (M)F	D. Renaldo-M. Garralaga	63	5/26/45	b8/11/45
561	Lonesome Trail	J. Wakely-Lee White		12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

	Code of the Drifter	J. M. Brown-Raymond Hatton		
566	Haunted Mine, The	J. M. Brown-Raymond Hatton	2/23/46	
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	2/16/46	
	West of the Alamo	Jimmy Wakely-Lee "Lasses" White		

PARAMOUNT

Block No.	CURRENT 1944-45	Mins.	Rel. Date	See Issue of
5	Affairs of Susan (C)F — J. Fontaine-G. Brent-D. O'Keefe	109	5/25/45	b3/31/45
5	A Medal for Benny (D)F — Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
4	High Powered (D)F — Robert Lowery-Phyllis Brooks	61	5/18/45	b2/24/45
Sp.	Incendiary Blonde (Tech.) (CD)F — Betty Hutton-Barry Fitzgerald	112	8/31 45	b6, 16/45
6	Midnight Manhunt (My)A — William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F — F. MacMurray-M. Main-M. Paige	94	6 8 45	b4 14 45
6	Northwest Mounted Police (Tech.) — G. Cooper-M. Carroll-P. Goddard	125	8 26 45	Reissue
6	Out of This World (CM)F — E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6, 9/45
4	Salty O'Rourke (D)A — Alan Ladd-Gail Russell	99	5 4 45	b2/24/45
5	Scared Stiff (C)F — Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire — A. Ladd-V. Lake-R. Preston	80	8/25/46	Reissue
6	You Came Along (CD)F — Robert Cummings-Lizabeth Scott	103	9/14/45	b7, 7/45
	Current 1945-46			
1	Duffy's Tavern (CM)F — Crosby-Ed Gardner-M. Reynolds	98	9 28 45	b8, 18, 45
1	Follow That Woman (My) — William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F — Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A — Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A — R. Milland-J. Wyman-P. Terry	101	11 16 45	b8, 18/45
1	Love Letters (D)A — J. Jones-J. Cotten-A. Richards	101	10.26/45	b8/25/45
2	People Are Funny (CM)F — J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A — Betty Hutton-Barry Fitzgerald	98	12 28 45	b10/6/45
	COMING			
	Big Town — Philip Reed-Hillary Brooke			
4	Blue Dahlia — A. Ladd-V. Lake-W. Bendix			a6/8/45
	Blue Skies (Tech.) — Bing Crosby-Paul Draper			a8/18/45
	Bride Were Beets — B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta — A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.) — Milland-Stanwyck-Fitzgerald			
	Cross My Heart — Betty Hutton-Sonny Tufts			a4/7/45
	Easy Some, Easy Go — S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Hot Cargo — W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The — R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man — Eddie Bracken-Virginia Field			a12 10 45
3	Masquerade in Mexico — D. Lamour-A. deCordova-P. Knowles		2/22/45	a4/7/45
3	Miss Susie Single's (D)A — Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
	Monsieur Beaucaire — Bob Hope-Joan Caulfield			a11, 10/45
	Our Hearts Were Growing Up — B. Donlevy-G. Russel-D. Lynn			a4/28/45
	Perfect Marriage, The — L. Young-D. Niven-V. Field			
3	Road to Utopia (CM)A — Crosby-Hope-Lamour	90	3/22/45	b12/8/45
	Searching Wind — R. Young-A. Richards-S. Sidney			
	Strange Love — Stanwyck-L. Scott-Heflin			
	Swamp Fire — Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women — T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer (D)A — Robert Lowery-Barbara Britton	64		b1 26/46
	To Each His Own — Olivia de Havilland-John Lund			a7/14/45
3	Tokyo Rose (D)A — Byron Barr-Lotus Long	69	2/8 46	b12/8/45
	Two Years Before the Mast — Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.) (W)F — J. McCrea-B. Donlevy-S. Tufts	90		b1 26/46
4	Well Groomed Bride — R. Milland-O. de Havilland-S. Tufts			a4 7 45

PRC

	CURRENT 1944-45			
	Apology for Murder (My)A — Ann Savage-Hugh Beaumont	67	8/27/45	b9 8/45
	Arson Squad (My)A — F. Albertson-R. Armstrong	66	9/11/45	b8 11/45
	Club Havana (DM)F — Tom Neal-Margaret Lindsay	62	11/23/45	b 10/27/45
	Detour (D)A — Tom Neal-Ann Savage	69	11/30/45	b11/3/45
	Dangerous Intruder — Charles Arnt-Veda Ann Borg	65	8/21/45	
	Danny Boy (D)F — Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
	Enchanted Forest (Color)(D)F — Edmund Lowe-Brenda Joyce	77	12/8 45	b9/22, 45
	How Do You Do? (C)F — Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
	Lady Confesses (My)A — M. B. Hughes-Hugh Beaumont	66	6/15/45	b3 31/45
	Man Who Walked Alone (C)F — Kay Aldridge-Dave O'Brien	74	3/15/46	b2 17/45
	Missing Corpse (C)A — J. E. Bromberg-F. Jenks	63	6/1/45	b4 28/45
	Phantom of 42nd Street (My)A — Dave O'Brien-Kay Aldridge	60	5/2/45	b5/12/45
	Shadow of Terror (My)A — Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
	Silver Fleet (D)F — Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
	Strangler of the Swamp (H) A — R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
	Swing Hostess (CM)F — Martha Tilton-Charles Collins	76	9 8/45	b11/11/44
	White Pongo (D)F — Richard Fraser-Marie Wrixon	76	11 2 45	b8/11/45
	Why Girls Leave Home (D)A — Pamela Blake-Sheldon Leonard	70	10 9 46	b6/16, 45
	COMING			
	Devil Bat's Daughter — Rosemary LaPlanche-John James			
	Flying Serpent, The (H)A — Ralph Lewis-George Zucco	58	2 20 46	b1/19/46
1	Ring Doorbells (My)F — R. Shayne-A. Gwynne-R. Karns	67	2 25 46	b1/5/46
	Mask of Diijon — Eric von Stroheim-Jeanne Bates		3/7 46	a12/22/45
	Murder Is My Business — Hugh Beaumont-Cheryl Walker			
	Once and For All — N. Coleman-P. Reed-F. Cressart			a12, 22/45
	Wife of Monto Cristo — John Loder-Lenore Aubert			a12/29/45
	Westerns (Current 1944-45)			
	Border Badmen (W)F — Buster Crabbe-Al St. John	57	10, 10/45	b9/1/45
	Enemy of the Law (W)F — Tex Ritter-Dave O'Brien	57	5/7/45	b11/17/45
	Fighting Bill Carson (W)F — Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
	Flaming Bullets — Tex Ritter-Dave O'Brien	58	10/15.45	
	Frontier Fugitives — Tex Ritter-Dave O'Brien	58	9/1/45	
	Gangster's Den (W)F — Buster Crabbe-Al St. John	56	6/14.45	b6 23/45
	Lightning Raiders — Buster Crabbe-Al St. John		1/7/46	
	Navajo Kid — Bob Steele		11/21/45	a12/29/45
	Prairie Rustlers — Buster Crabbe-Al St. John	55	11/7/45	
	Six Gun Man (W)F — Bob Steele	59	2/1/46	b1 26/46
	Song of Old Wyoming (W)F — Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
	Stage Coach Outlaws (W)F — Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
	Three in the Saddle (W)F — Dave O'Brien-Tex Ritter	61	7/26.45	b9 22/45
	Westerns (Coming)			
	Ambush Trail — Bob Steele-Lorraine Miller		2/17/46	
	Caravan Trail (Color) — Eddie Dean-Emmett Lynn			
	Gentlemen With Guns (Color) — Eddie Dean-Mary Kenyon			
	Law Crusaders — Buster Crabbe-Al St. John			
	Man Without a Gun — Bob Steele-Ellen Hall			
	Romance of the West (Color) — Eddie Dean		3/20.46	
	Terrors on Horseback — Buster Crabbe-Al St. John			

RKO-RADIO

Block No.	CURRENT 1944-45	Trade Shown		
5	Back to Bataan (War Drama) — J. Wayne-P. Ahn-A. Quinn	95	June	b6, 2, 45
5	Brighten Strangler (D)A — John Loder-June Duprez	67	May	b5/5/45
Sp.	It's a Pleasure (Tech.) (DM)F — S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F — Robert Mitchum-Barbara Hale	66	June	b6/9/45
	CURRENT 1945-46			
Sp.	Along Came Jones (CW)F — Gary Cooper-Loretta Young	90	June	b6/15/45
1	Falcon in San Francisco(My)F — Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A — T. Neal-B. Hale-K. Luke	82	Sept.	b9/8/45
1	George White's Scandals of 1945 (MC)F — Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A — B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A — G. Raft-S. Hasso-C. Tevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F — Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F — Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F — F. Langford-W. Brown-A. Carney	69	Aug	b8 4/45
2	Spanish Main (Tech.) (D)F — P. Henreid-M. O'Hara	100	Oct	b10/6/45

RKO-RADIO (Cont.)

Block No.	Current 1945-46	Trade Mins.	Shown	See Issue of
2	Wanderer of the Wasteland (W)F — James Warren-Audrey Long	67	Oct	b12, 1, 45
Sp.	Wonder Man (Tech.) (C)F — D. Kaye-V. Mayo	98	Apr	b4 28 45
	COMING			
	A Game of Death (M)A — J. Loder-A. Long-R. Wade	72		b12 1 45
	A Likely Story — Bill Williams-Barbara Hale			
	Badman's Territory — R. Scott-A. Richards-L. Tierney			
	Bamboo Blonde — Frances Langford-Russell Wade			
	Bedlam — Boris Karloff-Anne Lee			
Sp.	Bells of St. Mary's (D)F — Bing Crosby-Ingrid Bergman	125		b11/24/45
3	Cornered (D)A — Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up — P. O'Brien-C. Trevor-H. Marshall			
	Deadline at Dawn — S. Hayward-P. Lukas-O. Massen			a6/30/45
	Desirable Woman — Joan Bennett-Robert Ryan			
3	Dick Tracy (My)F — Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams — Glenn Vernon-Marcy McGuire			a6 9 45
	Double Trouble — Jack Haley-Anne Jeffreys			
	Falcon's Alibi — Tom Conay-Rita Corday			
	From This Day Forward — J. Fontaine-M. Stevens-A. Judge			
	Genius at Work — A. Carney-W. Brown-A. Jeffreys			
	Heartbeat — G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A — James Mason-Lucie Mannheim	80		b12 29, 45
	Kid From Brooklyn (Tech.) — D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck — Robert Young-Barbara Hale			
2	Man Alive (C)F — P. O'Brien-A. Menjou-E. Drew	70		b9 29 45
	Notorious — C. Grant-Ingrid Bergman			
	Riverboat Rhythm — Leon Errol-Joan Newton			
3	Sing Your Way Home (CM)F — Jack Haley-Anne Jeffreys	72		b11/17 45
	Sister Kenny — R. Russell-A. Knox-D. Jagger			
	Spiral Staircase, The (My-D)A — D. McGuire-G. Brent-E. Barrymore	83		b1 5 46
	Step By Step — Lawrence Tierney-Anne Jeffreys			
	Stranger, The — Ed. G. Robinson-L. Young-O. Welles			a12 22 45
	Sunset Pass — Nan Leslie-James Warren			
	Tarzan and the Leopard Woman — J. Weismuller-B. Joyce			
	Till the End of Time — Dorothy McGuire-Guy Madison			
	Tomorrow Is Forever (D)A — C. Colbert-G. Brent-O. Welles	104		b1, 19, 46
	Truth About Murder — B. Granville-M. Conway			
	Without Reservations — Claudette Colbert-John Wayne			

REPUBLIC

Rel. Date	CURRENT 1944-45	Prod. No.		
446	Along the Navajo Trail (W)F — Roy Rogers-Dale Evans	66	12 15 45	b12 15 45
420	A Sporting Chance (My)F — Jane Randolph-John O'Malley	55	6/4/45	b9, 1/45
442	Bells of Rosarita (W)F — Roy Rogers-Dale Evans	68	6/19/45	b5, 19/45
429	Behind City Lights (D)F — William Terry-Lynne Roberts	67	9/10/45	b9, 22/45
421	Cheaters, The (CD)A — J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F — Donald Barry-Lynne Roberts	68	6/29 45	b2/17/45
445	Don't Fence Me In (W)F — Rogers-Evans-Hayes	71	10/20 45	b10/27/45
427	Fatal Witness (D)A — Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
415	Flame of Barbary Coast (D)F — J. Wayne-Ann Dvorak	91	5/28/45	b4/21/45
422	Gangs of the Waterfront (D)A — S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F — Al Pearce-Dale Evans	72	7/15/45	b4, 28/45
424	Jealousy (D)A — John Loder-Jane Randolph	71	7/23/45	b7, 28/45
428	Love, Honor and Goodbye (CM)F — Virginia Bruce-Edward Ashley	87	9/15/45	b9 15 45
443	Man From Oklahoma (MW)F — Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8, 4/45
431	Mexicana (CM)F — Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
433	Phantom Speaks (D)A — Richard Arlen-Lynne Roberts	69	5/18 45	b4/21/45
423	Road to Alcatraz (My)F — Robert Lowery-June Storey	60	7/10/45	b7/14, 45
418	Steppin' in Society (CD)F — Ed. Everett Horton-G. George	72	7/20 45	b6 18 45
444	Sunset in El Dorado (W)F — Roy Rogers-Dale Evans	66	9/20.45	b9, 29/45
426	Swingin' on a Rainbow (CM)F — Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F — Ruth Terry-Robert Livingston	67	8/16 45	b8, 18/45
416	Three's a Crowd (M) — Gertrude Michael-Charles Gordon	58	5/23 45	b6 9/45
430	Tiger Woman (My)A — Kane Richmond-Lorna Gray	57	11/15 45	b12 22 45
434	Vampire's Ghost (D)A — John Abbott-Peggy Stewart	59	5/21 45	b4 20 45
	Current 1945-46			
508	A Guy Could Change (D)F — Allan Lane-Jane Frazee	65	1 27 46	b1 26 46
503	An Angel Comes to Brooklyn (CM)F — Kaye Dowd-Robert Duke	70	11 27 45	b12 8 45
504	Captain Tugboat Annie (CD)F — Jane Darwell-Edgar Kennedy	70	11 17.45	b12, 15/45
505	Dakota (D)F — John Wayne-Vera Hruba Ralston	82	12 25 45	b11 10/45
502	Girls of the Big House (D)A — Lynne Roberts-Richard Powers	68	11.2 45	b11/17/45
501	Scotland Yard Investigator(D) — E. von Stroheim-S. Bachelor	68	9 30 45	b10/13/45
506	Song of Mexico (M)F — Adele Mara-Edgar Barrier	57	12 28 45	b11/24/45
507	Woman Who Came Back, The (D)A — Nancy Kelly-John Loder	68	12/13.45	b12 29 45
	COMING			
	A Strange Impersonation — Brenda Marshall-William Gargan			a10 13 45
	Catman of Paris — Carl Esmont-Lenore Aubert			a11/24/45
	Crime of the Century — Stephanie Bachelor-Michael Browne			a12/1/45
	French Key — Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades — Allan Lane-Jean Rogers			a1 26 46
	Glass Alibi, The — Maris Wrixon-Douglas Fowley			
	Home on the Range — Monte Hale-Adrian Booth			a1, 26 46
	In Old Sacramento — Constance Moore-William Elliott			
	I've Always Loved You — Catherine McLeod-Philip Dorn			a1 26 46
	Last Crooked Mile — D. Barry-A. Savage-T. Powers			a1, 26 46
	Lonely Hearts Club — Jane Withers-Jimmy Lydon			
	Madonna's Secret, The — F. Lederer-A. Rutherford-G. Patrick			a12 1 45
	Murder in the Music Hall — Vera Hruba Ralston-W. Marshall			a12 28 45
	Night Train to Memphis — Roy Acuff-Allan Lane-Adele Mara			a1 5 46
	One Exciting Week — Al Pearce-Arline Harris			
	Passkey to Danger — Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas — Roy Rogers-Dale Evans			
	Song of Arizona — Roy Rogers-Dale Evans			
	Spector of the Rose — Michael Chekhov-Judith Anderson			
	Undercover Woman — S. Bachelor-R. Livingston			a12 22 45
	Valley of the Zombies — Robert Livingston-Adrian Booth			a11 10 45
	Westerns (Current 1944-45)			
456	Oregon Trail — Sunset Carson-Peggy Stewart	56	7 14 45	
455	Santa Fe Saddlemates (W)F — Sunset Carson-Linda Stirling	56	6 2 45	b6 23 45
466	Trail of Kit Carson (W)F — Allan Lane-Tom London	56	7/11 45	b8 18 45
	Westerns (Current 1945-46)			
551	Bandits of the Badlands(W)F — Sunset Carson-Peggy Stewart	55	9 14 45	b10 13 45
5307	Blue Mountain Skies — Gene Autry-Smiley Burnette	56	12 1 45	
553	Cherokee Flash — Sunset Carson-Linda Stirling	55	12 13 45	
563	Colorado Pioneers (W)F — Wild Bill Elliott-Bobby Blake	55	11 14 45	b1 5 46
5308	Gold Mine in the Sky — Gene Autry	59	1/15 46	Reissue
5306	Guns and Guitars — Gene Autry-Smiley Burnette	58	10 15 45	Reissue
562	Marshall of Laredo (W)F — Wild Bill Elliott-Bobby Blake	58	10 7 45	b11 17 45
561	Phantom of the Plains (W)F — Wild Bill Elliott-Bobby Blake	55	9 7 45	b10 13 45
552	Rough Riders of Cheyenne (W)F — Sunset Carson-Peggy Stewart	56	11 1 45	b11 17 45
5305	Under Fiesta Stars — Gene Autry-Smiley Burnette	61	9 1 45	Reissue
564	Wagon Wheels Westward (W)F — Wild Bill Elliott-Bobby Blake	56	12 21 45	b1 19 46
	Westerns (Coming)			
	Alias Billy the Kid — Sunset Carson-Peggy Stewart			
565	California Gold Rush — Wild Bill Elliott-Bobby Blake	56	2 4 46	
	Conquest of Cheyenne — Wild Bill Elliott-Alice Fleming			
	Days of Buffalo Bill — Sunset Carson-Peggy Stewart			

REPUBLIC (Cont.)

Westerns (Coming)

		Mins.	Rel. Date	See Issue of
	El Paso Kid.....Sunset Carson-Marie Harmon.....			.....
	Sheriff of Redwood Valley.....Bill Elliott-Alice Fleming.....			.....
	Sun Valley Cyclone.....B. Elliott-A. Fleming-B. Blake.....			.....

20TH-FOX

Prod. No.					
	CURRENT 1944-45				
524	Billy Rose's Diamond Horseshoe (Tech.) (M)F....B. Grable-D. Haymes-P. Silvers...	104..	May		b4/14/45
525	Bullfighters (C)F .....Laurel and Hardy.....	61..	May		b4/14/45
523	Call of the Wild (D)F.....C. Gable-L. Young-J. Oakie.....	81..	June		Reissue
527	Don Juan Quilligan (C)A.....William Bendix-Joan Blondell.....	75..	June		b6/9/45
529	Nob Hill (Tech.) (DM)F.....Joan Bennett-George Raft.....	95..	July		b6/2/45
526	Where Do We Go From Here (Tech.) (C)F .....F. MacMurray-J. Leslie.....	77..	June		b5/26/45
528	Within These Walls (D)F....Thomas Mitchell-Mary Anderson....	71..	July		b6/9/45
	Current 1945-46				
601	A Bell for Adano (D)F.....G. Tierney-J. Hodiak-W. Bendix...	103..	Aug		b6/23/45
611	And Then There Were None (My)F .....Fitzgerald-Hayward-Huston	97..	Feb		b1/19/46
620	Behind Green Lights (D)A....Carole Landis-William Gargan.....	64..	Feb		b1/19/46
604	Captain Eddie (B)F.....F. MacMurray-L. Bari.....	107..	Sept		b6/23/45
605	Caribbean Mystery (My)F.....J. Dunn-Sheila Ryan.....	65..	Sept		b7/12/45
617	Doll Face (CM)F.....C. Miranda-P. Como-V. Blaine.....	80..	Jan.		b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F .....B. Grable-J. Payne-J. Haver.....	114..	Nov		b8/29/45
612	Fallen Angel (D)A.....A. Faye-D. Andrews-L. Darnell....	97..	Dec		b10/27/45
608	House on 92nd Street, The (D)F .....W. Eythe-L. Nolan-S. Hasso.....	88..	Oct		b9/15/45
603	Junior Miss (C)F.....P. A. Garner-A. Joslyn.....	94..	Aug		b6/16/45
614	Leave Her to Heaven (Tech.) (D)A .....G. Tierney-J. Crain-C. Wilde.....	110..	Jan		b12/22/45
613	Spider, The (M)F.....Richard Conte-Faye Marlowe.....	62..	Dec		b10/13/45
607	State Fair (Tech.) (CM)F....D. Andrews-J. Crain-D. Haymes....	100..	Oct		b8/25/45
606	Way Ahead, The (D)F.....D. Niven-R. Huntley.....	106..	Aug		b6/2/45
602	Wilson (Tech.) (B)F.....A. Knox-G. Fitzgerald-C. Coburn...	154..	Aug		b8/5/44
	COMING				
	Anna and the King of Siam...I. Dunne-R. Harrison-L. Darnell.....				a1/26/46
616	A Walk in the Sun (D)F.....Dana Andrews-Richard Conte.....	117..			b12/1/45
	A Yank in London.....Anna Neagle-Rex Harrison.....				
	Black Beauty .....Mona Freeman-Richard Denning.....				
	Centennial Summer (Tech.)...Crain-Darnell-Bennett				a10/20/45
	Cluny Brown .....Charles Boyer-Jennifer Jones.....				a1/26/46
610	Col. Effingham's Raid (CD)F..C. Coburn-J. Bennett-W. Eythe.....	70..	Feb		b9/29/45
	Dark Corner .....Lucille Ball-William Bendix.....				a1/26/46
	Do You Love Me (Tech.).....M. O'Hara-D. Haymes-H. James.....				a5/19/45
	Dragonwyck .....G. Tierney-V. Price-W. Huston.....				a7/14/45
	It Shouldn't Happen to a Dog.Carole Landis-Allyn Joslyn.....				
618	Jesse James .....T. Power-H. Fonda-N. Kelly.....		Feb		Re-release
	Johnny Comes Flying Home...Martha Stewart-Richard Crane.....				a1/5/46
	Rendezvous 24 .....William Gargan-Maria Palmer.....				
619	Return of Frank James.....Henry Fonda-Gene Tierney.....		Feb		Re-release
	Sentimental Journey .....M. O'Hara-J. Payne-W. Bendix.....				a10/20/45
615	Shock (D)F.....Vincent Price-Lynn Bari.....	70..	Feb		b1/19/46
	Shocking Miss Pilgrim (Tech.).Betty Grable-Dick Haymes.....				a1/5/46
	Smoky (Tech.) .....F. MacMurray-A. Baxter-B. Ives.....				a10/6/45
	Somewhere in the Night.....J. Hodiak-L. Nolan-C. Landis.....				a1/5/46
	Strange Triangle .....Signe Hasso-John Shepard.....				a1/26/46
	Three Little Girls In Blue (Tech.).....Haver-Blaine-Payne				a1/26/46
	Wake Up and Dream.....John Payne-June Haver.....				a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F.....Randolph Scott-Ann Dvorak.....	90..	1/11/46		b1/12/46
	Bedside Manner (C)F.....Ruth Hussey-John Carroll.....	79..	6/22/45		b6/16/45
	Blithe Spirit (C)A.....Hammond-Cummings-Harrison	94..	12/14/45		b9/22/45
	Blood on the Sun (D)F.....J. Cagney-Sylvia Sidney.....	98..	6/15/45		b4/28/45
	Captain Kidd (D)F.....C. Laughton-R. Scott-B. Britton....	87..	10/5/45		b8/4/45
	Colonel Blimp (CD)F.....Anton Walbrook-Deborah Kerr.....	93..	5/4/45		b3/24/45
	Getting Gertie's Garter (C)A..D. O'Keefe-M. McDonald-B. Barnes.	72..	11/30/45		b12/1/45
	Great John L, The (D)A.....Linda Darnell-Greg McClure.....	96..	6/29/45		b6/9/45
	Guest in the House (D)A.....Anne Baxter-Ralph Bellamy.....	121..	12(8(44		b12/9/44
	Guest Wife (C)A.....Claudette Colbert-Don Ameche.....	87..	7/27/45		b7/28/45
	Paris-Underground (WaD)A...C. Bennett-Gracie Fields.....	97..	10/19/45		b8/25/45
	Southerners, The (D)F.....Zachary Scott-Betty Field.....	92..	8/10/45		b5/5/45
	Spellbound (D)A .....Ingrid Bergman-Gregory Peck.....	111..	1228/45		b77/3/45
	Story of G. I. Joe (D)A.....Ernie Pyle Story.....	109..	7/13/45		b6/23/45
	COMING				
	A Night in Casablanca.....Marx Bros.-Charles Drake.....				
	A Scandal in Paris.....G. Sanders-S. Hasso-C. Landis.....				a12/22/45
	Breakfast in Hollywood (CD)F.Tom Breneman-Bonita Granville....	93..	2/22/46		b1/19/46
	Caesar and Cleopatra (Tech.) (D)A .....Claude Rains-Vivien Leigh.....	135..			b12/22/45
	Diary of a Chambermaid.....P. Goddard-H. Hatfield-B. Meredith	86..	2/14/46		a10/27/45
	Duel in the Sun (Tech.).....J. Jones-G. Peck-J. Cotten.....				
	Fanny By Gaslight.....James Mason-Phyllis Calvert.....				
	Henry the Fifth.....L. Olivier-R. Asherson.....				
	Johnny in the Clouds (D)F....John Mills-D. Montgomery.....	88..	2/15/46		b11/17/45
	Me and Mr. Satan.....P. Muni-A. Baxter-C. Rains.....				
	Outlaw, The .....Jane Russell-Walter Huston.....		2/8/46		
	Rebecca .....L. Olivier-Joan Fontaine.....	130..			Reissue
	Sin of Harold Diddlebock.....H. Lloyd-R. Walburn-J. Conlin.....				
	Strange Woman, The.....H. Lamarr-G. Saners-L. Hayward.....				
	This Happy Breed.....Robert Newton-Celia Johnson.....				
	Whistle Stop (D)F.....George Raft-Ava Gardner.....	85..	3/1/46		b1/12/46
	Young Widow .....Jane Russell-Louis Hayward.....				

UNIVERSAL

Prod. No.					
	CURRENT 1944-45				
9044	Beautiful Cheat, The (C)F....Bonita Granville-Noah Beery, Jr....	59..	7/28/45		b7/21/45
9042	Blonde Ransom .....Virignia Grey-Donald Cook.....	68..	6/15/45		a1/6/45
9097	East Side of Heaven.....Bing Crosby	88..	6/15/46		Re-release
9045	Easy to Look At (CM)F.....Gloria Jean-Kirby Grant.....	64..	8/10/45		b8/4/45
9032	Frozen Ghost (H)A.....Lon Chaney-Boris Karloff.....	61..	6/29/45		b6/16/45
9028	Honeymoon Ahead (DM)F.....Allan Jones-Grace McDonald.....	59..	5/11/45		b5/5/45
9041	I'll Tell the World (C)F.....Lee Tracy-Brenda Joyce.....	61..	6/8/45		b6/2/45
9006	Imitation of Life.....Claudette Colbert	107..	6/15/45		Re-release
9038	Jungle Captive (H)A.....B. Bryant-P. Brown-O. Kruger.....	63..	6/29/45		b/16/45
9001	Lady of a Train.....D .Durbin-R. Bellamy-D. Bruce....	94..	8/24/45		a3/24/45
9003	Naughty Nineties (C)F.....Abbott & Costello-A. Curtis.....	76..	7/6/45		b6.28/45
9015	On Stage, Everybody (CM)F..J. Oakie-Peggy Ryan-J. Cox.....	75..	7/13/45		b7/14/45
9011	Patrick the Great (CM)F....Donald O'Connor-Peggy Ryan.....	89..	5/4/45		b4/21/45
9043	Penthouse Rhythm (M)F.....Kirby Grant-Lois Collier.....	60	6/22/45		b6/9/45
9016	See My Lawyer (C)F.....Olsen and Johnson-A. Curtis.....	69	5/25/45		b2/10/45
9075	Strange Affair of Uncle Harry (D)F .....G. Sanders-G. Fitzgerald-E. Raines.	80..	8/17/45		b8/11/45

UNIVERSAL (Cont.)

Prod. No.			Rel. Date	See Issue of
	CURRENT 1944-45			
9033	Swing Out Sister (CM)F.....Rod Cameron-Frances Raeburn.....	60..	5/18/45	b5/5/45
9014	That's the Spirit (C)F.....P. Ryan-J. Oakie-B. Keaton.....	93..	6/1/45	b5/10/45
9025	Woman in Green, The (My)F..Basil Rathbone-Nigel Bruce.....	68..	7/27/45	b6/23/45
	Current 1945-46			
516	Because of Him (CM)F.....D. Durbin-C. Laughton-F. Tone....	87..	1/18/46	b1/12/46
509	Crimson Canary (My)F.....Noah Beery, Jr.-Lois Collier.....	64..	11/9/45	b11/3/45
510	Daltons Ride Rgain (W)F....A. Curtis-M. O'Driscoll-L. Chaney..	72..	11/23/45	b11/17/45
513	Frontier Gal (D)F.....Y. DeCarlo-R. Cameron-A. Devine..	84..	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A.....Jess Barker-Lois Collier.....	75..	1/11/46	b1/5/46
511	House of Dracula (H)A.....Chaney-Carradine-O'Driscoll	67..	12/7/45	b12/8/45
502	Men in Her Diary (C)A.....J. Hall-L. Allbritton-P. Ryan.....	73..	9/14/45	b9/15/45
512	Pillow of Death (My)A.....L. Chaney-J. Ed. Bromberg.....	66..	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F.....B. Rathbone-N. Bruce.....	65..	10/26/45	b10/27/45
503	River Gang (M)F.....G. Jean-J. Qualen.....	64..	9/21/45	b9/22/45
514	Scarlet Street (D)A.....Ed. G. Robinson-Joan Bennett.....	102..	12/21/45	b12/29/45
501	Shady Lady (CM)F.....S. Coburn-G. Simms-R. Paige.....	93..	9/7/45	b9/8/45
505	Strange Confession (M)A.....L. Chaney-B. Joyce.....	62..	10/5/45	b10/6/45
506	Senorita From the West (C)F.A. Jones-B. Granville.....	62..	10/12/45	b10/20/45
517	Terror by Night.....B. Rathbone-Nigel Bruce.....		2/1/46	a11/10/45
504	That Night With You (CM)F.F. Tone-S. Foster-L. Allbritton....	84..	9/28/45	b9/22/45
508	This Love of Ours (D)F.....Merle Oberon-Charles Korvin.....	90..	11/2/45	b10/27/45
	COMING			
	Blonde Alibi .....Tom Neal-Martha O'Driscoll.....			
	Brute Man .....Rondo Hatton-Jane Adams.....			
	Canyon Passage (Tech.).....D. Andrews-B. Donlevy-S. Hayward.....			a10/6/45
	Cat Creeps .....Lois Collier-Noah Beery, Jr.....			a1/26/46
	Dead of Night.....Michael Redgrove-Googie Withers.....			
	House of Horrors.....Kent Taylor-Virginia Grey.....			
518	Idea Girl .....Jess Barker-Julie Bishop.....		2/8/46	a12/29/45
520	Little Giant .....Abbott-Costello		2/22/46	
	Love Takes a Holiday.....Joan Davis-Jack Oakie.....			
	Madonna of the Seven Moons (D)A .....P. Roc-P. Calvert-S. Granger.....	89..		b1/26/46
521	Notorious Gentleman .....Kent Taylor-Virginia Grey.....		3/1/46	a1/26/46
	Prelude to Murder.....Rathbone-N. Bruce-P. Morison.....			
	Rogue's Progress .....Lilli Palmer-Godfrey Tearle.....			
519	Seventh Veil (D)A.....James Mason-Ann Todd.....	94..	2/15/46	b11/10/45
	Schenharazad (Tech.) .....Y. DeCarlo-B. Donlevy-J. P. Aumont.....			
	She Wolf of London.....Sara Haden-Una O'Connor.....	92..		a1/5/46
	So Goes My Love .....Myrna Loy-Don Ameche.....			a11/24/45
	Spider Woman Strikes Back...G. Sondergaard-K. Grant-B. Joyce.....			a11/10/45
	Strange Conquest .....Jane Wyatt-Jess Barker.....			
	Tangier .....M. Montez-P. Foster-R. Paige.....			a11/10/45
	Wicked Lady (D)A.....M. Lockwood-J. Mason-P. Roc.....	100..		b1/12/46
	Westerns (Current 1944-45)			
9083	Beyond the Pecos.....Rod Cameron-Eddie Dow.....	59..	4/27/45	
9084	Renegades of the Rio Grande..Rod Cameron-Fuzzy Knight.....	57..	6/1/45	
9081	Riders of the Santa Fe.....Rod Cameron-Eddie Dow.....	60..	1/10/45	
	Westerns (Current 1945-46)			
1101	Bad Men of the Border.....Kirby Grant-Armita-Fuzzy Knight..	56..	9/28/45	
1102	Code of the Lawless.....Kirby Grant-Fuzzy Knight.....	55..	10/19/45	
1104	Gun Town .....Kirby Grant-Fuzzy Knight.....	53..	1/18/45	a12/22/45
1103	Trail to Vengeance.....Kirby Grant-Fuzzy Knight.....	54..	11/30/45	

WARNER BROS.

	CURRENT 1944-45				
420	Christmas in Connecticut (C)F.B. Stanwyck-D. Morgan.....	101..	8/11/45		a7/21/45
418	Conflict (D)A .....Humphrey Bogart-Alexis Smith....	86..	6/30/45		b6/16/45
419	Corn Is Green (D)A.....Bette Davis-John Dall.....	114..	7/21/45		b3/31/45
416	Escape in the Desert (D)F....Helmut Dantine-Jean Sullivan.....	79..	5/16/45		b4/28/45
417	Pillow to Post (C)A.....Ida Lupino-Sydney Greenstreet.....	92..	6/9/45		b5/19/45
	Current 1945-46				
504	Born for Trouble.....Van Johnson-Faye Emerson.....	57..	10/6/45		Reissue
506	Confidential Agent (D)F.....C. Boyer-L. Bacall-P. Lorre.....	118..	11/10/45		b11/3/45
508	Danger Signal (D)F.....Faye Emerson-Zachary Scott.....	78..	12/15/45		b11/17/45
503	It All Came True.....Humphrey Bogart-Ann Sheridan....	97..	10/6/45		Reissue
505	Mildred Pierce (D)A.....Joan Crawford-Jack Carson.....	111..	10/20/45		b9/29/45
510	My Reputation (D)F.....Barbara Stanwyck-George Brent....	94..	1/26/46		b1/12/46
501	Pride of the Marines (D)F....J. Garfield-E. Parker-D. Clark....	119..	9/4/45		b8/11/45
502	Rhapsody in Blue (M)F.....Joan Leslie-Robert Alda.....	139..	9/22/45		b6/30/45
509	San Antonio (Tech.).....Errol Flynn-Alexis Smith.....	110..	12/29/45		b11/24/45
507	Too Young to Know (D)F.....Joan Leslie-Robert Hutton.....	86..	12/1/45		b11/17/45
	COMING				
	Appointment in Tokyo (Wa)...Documentary	54..			b12/1/45
	Beast With Five Fingers.....R. Alda-A. King-P. Lorre.....				
	Big Sleep .....H. Bogart-Lauren Bacall.....				a2/16/45
512	Burma Victory (Wa)A.....Documentary	63..	2/16/46		b12/22/45
513	Cinderella Jones .....Joan Leslie-Robert Alda.....	88..	3/9/46		a6/10/44
	Devotion (D)A .....O. deHavilland-I. Lupino.....				a2/17/45
	Escape Me Never.....E. Flynn-I. Lupino-G. Young.....				
	Her Kind of Man.....Z. Scott-F. Emerson-D. Clark.....				a12/22/45
	Humeresque .....J. Crawford-J. Garfield-O. Levant.....				
	Janie Gets Married.....Joan Leslie-Robert Hutton.....				a11/24/45
	Never Say Goodbye.....Erroll Flynn-Eleanor Parker.....				a12/1/45
	Night and Day.....C. Grant-A. Smith-J. Wyman.....				
	Nobody Lives Forever.....J. Garfield-G. Fitzgerald.....				a2/10/45
	Of Human Bondage.....P. Henreid-E. Parker-P. Knowles.....				a8/16/44
	One More Tomorrow.....Ann Sheridan-Dennis Morgan.....				a11/26/44
	Open Verdict, The.....S. Greenstreet-P. Lorre-J. Lorring.....				
	Saratoga Trunk (D)A.....Gary Cooper-Ingrid Bergman.....	126..			b11/24/45
	Sentence, The .....Ann Sheridan-Robert Alda.....				
	Shadow of a Woman.....Andrea King-William Prince.....				a4/28/45
	Stolen Life .....B. Davis-G. Ford-W. Brennan.....				a3/31/45
	The Man I Love.....Ida Lupino-Robert Alda.....				a11/24/45
511	Three Strangers (D)A.....Fitzgerald-Greenstreet-Lorre	92..	2/15/46		b1/26/46
	The Time, the Place & the Girl (Tech.) .....D. Morgan-J. Carson-J. Wyman.....				a12/1/45
	Two Guys From Milwaukee....Dennis Morgan-Joan Leslie.....				
	Two Mrs. Carrolls.....H. Bogart-B. Stanwyck-A. Smith.....				a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D).Harry Davenport-Sharyn Moffett.....	Film Clas..			a10/4/44
	Adventure For Two (D)F.....Laurence Olivier-Penelope Ward....	89..			b12/22/45
	Adventure in Music (M).....Jose Iturbi & Others.....	62..			b5/27/44
	Battle for Music (Doc.)F.....London Philharmonic	74..	FourConts.		b10/30/45
	Crainquebille (D)A .....French Cast	59..	Hoffberg		b10/28/44
	1812 (Hist.) .....Russian Cast	95..	Artkine		b9/16/44
	Fall of Berlin (Doc.)F.....	70..	Artkine		b9/15/44
I	Know Where I'm Going (D)F.....Wendy Hiller-Roger Livesay.....	91..	GFD		b1/5/46
	Love on the Dole (D)A.....Deborah Kerr-Clifford Evans.....	89..	FourConts.		b10/20/45
	Strange Holiday (D)F.....Claude Rains-Robbie Stebbins.....	57..	Elite		b10/27/45

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
Affairs of Susan	Para.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
A Walk in the Sun	20th-Fox
A Yank in London	20th-Fox

B

Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Battle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond the Pecos	Univ.
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Billy Rose's Diamond Horseshoe	20th-Fox
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie Booked on Suspicion	Col.
Boston Blackie's Rendezvous	Col.
Boston Blackie's Private Ghost	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brighton Strangler	RKO
Brute Man	Univ.
Bullfighters	20th-Fox
Burma Victory	WB
But Not Goodbye	MGM

C

Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Charlie Chan at Alcatraz	Mono.
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono.
Cinderella Jones	WB
Clock, The	MGM
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Drifter	Mono.
Code of the Lawless	Univ.
Colonel Blimp	UA
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Enemy of the Law	PRC
Escape in the Desert	WB
Escape Me Never	WB
Experiment Perilous	RKO

F

Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witless	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Guardsman	Col.
First Yank Into Tokyo	RKO
Flame of Barbary Coast	Rep.
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentle Annie	MGM
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
Gentlemen With Guns	PRC
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
G. I. Honeymoon	Mono.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
High Powered	Para.
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Honeymoon Ahead	Univ.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do?	PRC
Humoresque	WB

I

Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lightning Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Marked Trails	Mono.
Marshal of Laredo	Rep.
Marshal of Reno	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Me and Mr. Satan	UA
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder Is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Reputation	WB
Mysterious Intruder	Col.

N

National Velvet	MGM
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of This World	Para.
Over 21	Col.

P

Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Patrick the Great	Univ.
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Phantom of the Desert	Col.
Phantom of 42nd Street	PRC
Phantom Speaks	Rep.
Phantom of the Plains	Rep.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Rendezvous 24	20th-Fox
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dawn	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Rogue's Progress	Univ.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
Salty O'Rourke	Para.
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
See My Lawyer	Univ.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow's Shadow	Mono.
Shadow Returns	Mono.
Shady Lady	Univ.
Shahrazad	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Cel.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swing Out Sister	Univ.
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Title	Company
Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three's a Crowd	Rep.
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Vampire's Ghost	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Love	MGM
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA

Z

Title	Company
Ziegfeld Follies of 1946	MGM

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn So Dark the Night That Texas Jamboree Walls Came Tumbling Down Night Editor	Pardon My Past Gilda Mysterious Intruder	Boston Blackie's Private Ghost Talk About a Lady Story of Jolson
METRO	Ziegfeld Follies Hold High the Torch Adventure Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Army Brat	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years Time for Two	Yearling, The Till the Clouds Roll By Three Wise Fools Fiesta Faithful in My Fashion But Not Goodbye
MONO.	Face of Marble Black Market Babies Live Wires Red Dragon Charlie Chan at Alcatraz Joe Palooka, Champ Gay Cavalier	Shadow Returns Strange Mr. Gregory Swing Parade of 1946 Junior Prom Fear Suspense	Shadow's Shadow
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love Ladies Man	California Searching Wind Perfect Marriage
PRC	Wife of Monte Cristo	Once And For All Murder Is My Business	Devil Bat's Daughter
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder	Notorious Till the End of Time Sister Kenny Without Reservations Step By Step Crack-Up Double Trouble Desirable Woman A Likely Story
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades In Old Sacramento Glass Alibi	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona One Exciting Week	Lonely Hearts Club Rainbow Over Texas Passkey to Danger
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home	Smoky Wake Up and Dream Do You Love Me?	Three Little Girl in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Black Beauty Somewhere in the Night Dark Corner Strange Triangle Rendezvous 24 A Yank in London It Shouldn't Happen to a Dog
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun Sin of Harold Diddlebock	Strange Woman Me and Mr. Satan Fanny by Gaslight
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl She Wolf of London Cat Creeps	Seventh Veil Notorious Gentleman Wicked Lady So Goes My Love	Shahrazad Strange Conquest Love Takes a Holiday Madonna of the Seven Moons Dead of Night Rogue's Progress Blonde Alibi Prelude to Murder
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict	Escape Me Never Beast With Five Fingers Humoresque Two Guys From Milwaukee Sentence, The

NEW PICTURES STARTED LAST WEEK

Seven pictures started at four studios last week. A year ago last week six pictures went before the cameras. Last week's starters:

MONOGRAM

The Shadow's Shadow—Principals: Kane Richmond, Barbara Reed, George Chandler. Director, Phil Karlson.

West of the Alamo—Principals: Jimmy Wakely, Lee "Lasses" White, Iris Clive. Director, Oliver Drake.

RKO

Double Trouble—Principals: Jack Haley, Anne Jeffreys, Wally Brown, Alan Carney. Director, Leslie Goodwins.

Desirable Woman—Principals: Joan Bennett, Robert Ryan, Charles Bickford. Director, Jean Renoir.

A Likely Story—Principals: Bill Williams, Barbara Hale, Lanny Reese. Director, H. C. Potter.

20TH-FOX

It Shouldn't Happen to a Dog—Principals: Carole Landis, Allyn Joslyn, Henry Morgan. Director, Herbert I. Leeds.

UNIVERSAL

Prelude to Murder—Principals: Basil Rathbone, Nigel Bruce, Patricia Morison. Director, Roy William Neill.

TITLE CHANGES

"Design for Death" (Univ.) now BLONDE ALIBI

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

		Comment	Running Time	Reviewed Issue Of
		ALL-STAR COMEDIES		
6409	A Knight and a Blonde		14	
6404	Booby Dupes	Average	17	3/31/45
6428	Design for Loving	Tops	21	12/16/44
6401	Gents Without Coats		19	
6426	Gold Is Where You Lose It	Fair	16½	12/30/44
6429	Heather and Yon	So-So	17	3/24/45
6405	Idiots DeLuxe	Fair	17½	8/25/45
6423	Jury Goes Round 'n' Round	Fair	18	8/18/45
6402	No Dough, Boys		17	
6431	Off Again, On Again	Fair	16	3/31/45
6427	Open Season for Saps	Farce	18	12/16/44
6433	Pistol Packin' Nitwits	Fair	17	4/28/45
6422	She Snoops to Conquer	Average	18	3/10/45
6430	Snooper Service	Fair	14½	3/24/45
6421	Strife of the Party	Pleasing	16	12/16/44
6403	Three Pests in a Mess	Slapstick	15	5/12/45
6432	Two Local Yokels	Average	17½	5/19/45
6425	Wedded Bliss	Fair	17	11/18/44
6411	Wife Decoy		17	
6410	Woo! Woo!	Average	16	3/10/45
		COLOR RHAPSODY		
6505	Carnival Courage		7	
6501	Dog, Cat and Canary		6	
6503	Fiesta Time		7½	
6504	Hot-Foot Lights	Funny	7	3/25/45
6502	Rippling Romance		8	
		COMMUNITY SINGS		
6651	No. 1 (Leibert) Love Love, Love	Good	9½	11/18/44
6652	No. 2 (Baker) Ikky Tikky Tambe		9	
6653	No. 3 (Baker) Swinging on a Star		10	
6654	No. 4 (Liebert) Hot Time in Berlin	Good	9	3/10/45
6655	No. 5 (Baker) Tico Tico	Fine	11	3/10/45
6656	No. 6 (Don Baker) Very Thought of You	Good	10	4/28/45
6657	No. 7 (Leibert) I'll Walk Alone		11	
6658	No. 8 (Leibert) Sweet and Lovely	Musical	9	6/2/45
6659	No. 9 (Baker) Confessin'	Good	10	8/25/45
6660	No. 10 (Baker) Rum and Coca Cola	Good	10	8/25/45
6661	No. 11 (Leibert) Little on the Lonely Side	Good	10	8/18/45
6662	No. 12 (Leibert) Bell-Bottom Trousers	Good	11	11/10/45
6663	No. 13 (Special) Patriotic Songs		10½	
		FILM-VODVIL		
6952	Al Trace's Comedy Band	Excellent	11	12/16/44
6954	Korn Kobblers	Good	11	4/28/45
6951	Kehoe's Marimba Band		11	
6955	Lowe, Hite & Stanley	Diverting	11	6/2/45
6953	Rootin' Tootin' Band		11	
		FOX & CROW		
6751	Be Patient, Patient		7	
6752	Egg-Yegg	Amusing	7½	3/31/45
6753	Kukunuts	Funny	6½	316//45
6754	Treasure Jest	Good	6½	3/16/45
		LI'L ABNER		
6602	Kickapoo Juice	Amusing		37/31/45
6601	Porkuliar Piggy	Funny	7	12/16/44
		PANORAMICS		
6901	A Harbor Goes to France		10	
		PHANTASIES		
6702	As the Fly Flies		6	
6704	Bobby Socks	Good	6	8/18/45
6703	Goofy News Views	Has Possibilities	7	6/2/45
6701	Mutt 'n' Bones	Fair	7	12/23/44
		SCREEN SNAPSHOTS		
6851	No. 1 (GI Joe in Hollywood)	Fair	10	12/2/44
6852	No. 2 (The Mike Goes to War)		10	
6853	No. 3 (Ken Murray, M.C.)		10	
6854	No. 4 (Variety-Mowbray)		9½	
6855	No. 5 (GI Janes in Hollywood)	Average	10	3/20/45
6856	No. 6 (Vallee-Allen)	Good	9	4/14/45
6857	No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	4/14/45
6858	No. 8 (Letters to GI)		10	
6859	No. 9 (Doctors in Make-Up)		9½	
6860	No. 10 (Eddie Cantor-Ginny Simms)	Excellent	10	8/25/45
		SPORTS REEL		
6803	Aqua-Maids		9½	
6809	Chips and Putts		9	
6802	Hedge Hoppers	Selective	8	12/16/44
6808	Hi-ho Rodeo		9	
6807	Iron Masters	Excellent	9½	5/5/45
6801	K-9-Kadets		10½	
6805	Kings of the Fairway	Interesting	10	4/21/45
6806	Rough and Tumble	Very Funny	9	4/14/45
6810	Salmon Fishing		9	
6804	Striking Champions		10	
		SERIALS		
6120	Black Arrow		15 Chaps.	
6140	Brenda Starr, Reporter		13 Chaps.	
6160	Monster and the Ape		15 Chaps.	5/26/45

METRO-GOLDWYN-MAYER
(1943-44)

		CARTOONS (Tech.)		
W-542	Barney Bear's Polar Pest			
W-538	Bear Raid Warden	Good	8	8/26/44
W-539	Big Heel-Watha	Excellent	8	9/2/44
W-546	Jerkey Turkey	Fair	8	5/12/45
W-541	Mouse Trouble			
W-540	Puttin' on the Dog	Very Funny	7	11/4/44
W-543	Screwy Truant	Good	7	5/12/45
W-545	Shooting of Dan McGee	Kids Itself	8	4/21/45
W-544	Unwelcome Guest			
		CRIME-DOES-NOT-PAY		
A-502	Fall Guy	Fair	20	5/12/45
A-503	Last Installment	Absorbing	19	5/12/45
A-504	Phantoms Inc.		17	
		MINIATURES (10)		
M-590	Little White Lie			
M-589	Nostradamus IV	Very Good	10	11/4/44
M-588	Somewhere USA (Tech.)		10	
M-587	Why Daddy		9	
		PASSING PARADE		
K-574	A Lady Fights Back	Interesting	10	1/6/45
K-572	Grandpa Called It Art	Good	10	10/7/44
K-575	It Looks Like Rain			
K-573	Return From Nowhere	Interesting	10	11/4/44
K-576	Seesaw and the Shoes	Exceptional	10	5/12/45
		PETE SMITH SPECIALTIES (14)		
S-557	Football Thrills of 1943	Very Good	8	11/4/44
S-560	Hollywood Scout	Unique	8	5/12/45
S-55	Movie Pests	Pointed Fun	10	8/5/44
S-558	Safety Sleuth	Hilarious	10	12/16/44
S-556	Sports Quiz	Very Good	10	9/2/44
S-559	Track and Field Quiz			
		TRAVELTALKS (12) (Tech.)		
T-520	City of Brigham Young			
T-518	Colorful Colorado		8	
T-521	Monumental Utah	Excellent	9	9/2/44
T-519	Roaming Through Arizona		10	
T-522	Wandering Here and There	Instructive	9	1/13/45

(1944-45)

		CARTOONS		
W-631	Mouse Comes to Dinner		7	
W-632	Mouse in Manhattan		8	
W-633	Tee for Two		7	
W-634	Swing Shift Cinderella		8	
		TRAVELTALKS		
T-612	Seeing El Salvador		9	
T-611	Shrines of Yucatan	Instructive	9	1,13/45
T-613	Modern Guatemala City		8	

PARAMOUNT

		CLASSICS CARTOONS (Tech.) (4)		
C4-10	Hunky and Spunky		7	Reissue
C4-9	Kids in the Shoe		7	Reissue
C4-7	Little Stranger		7	Reissue
C4-8	Snubbed by a Snob		7	Reissue
		GEORGE PAL PUPPETOONS		
U4-6	Hatful of Dreams	Excellent	9	4/28/45
U4-3	Hot-Lip Jasper	Excellent	8	1/27/45
U4-7	Jasper's Booby Traps	Very Good	8	6/2/45
U4-8	Jasper's Close Shave	Good	8	8/4/45
U4-5	Jasper's Minstrels	Fair	9	4/28/45
U4-1	Jasper's Paradise	Excellent	7½	12/30/44
U4-4	Jasper Tell	Amusing	8	2/3/43
U4-2	Two Gun Rusty	Very Good	7½	11/11/44
		LITTLE LLLU		
D4-4	Beau Ties	Fair	8	6/9/45
D4-1	At the Zoo	Entertaining	8	3/10/45
D4-2	Birthday Party	Excellent	8	3/10/45
D4-5	Daffydilly Daddy	Good	8	10/13/45
D4-3	Magica-Lulu	Amusing	8	5/5/45
D4-6	Snap Happy			
		NOVELTOONS		
P4-5	Lamb in a Jam	Good	8	8/4/45
P4-6	A Self-Made Mongrel	Funny	8	10/13/45
P4-4	Scrappily Married	Very Funny	8	8/31/45
P4-3	When GI Johnny Comes Home	Exceptional	8	5/5/45
P4-1	Yankee Doodle Donkey	Amusing	8	1/27/45
P4-2	Gabriel Churchkitten	Winsome	8½	3/10/45
		MUSICAL PARADES		
FF4-5	Boogie Woogie	Good	20	6 2/45
FF4-1	Bonnie Lassie	Very Good	19	9/23/44
FF4-3	Bombalera	Super	20	1/27/45
FF4-4	Isle of Tabu	Good	20	3/10/45
FF4-2	Star Bright	Excellent	20	12/23/44
FF4-6	You Hit the Spot	Entertaining	20	9/22/45
		POPEYE		
E4-5	For Better or Nurse		7½	
E4-6	Mess Production	Good	7½	11/17/45
E4-2	Pop-Pie Ala Mode	Good	8	6/2/45
E4-4	Shape Ahoy	Good	7½	9 1,45
E4-1	She-Sick Sailors	Good	8	3/31/45
E4-3	Tops in the Big Top	Good	7	8 4/45
		POPULAR SCIENCE		
J4-1	No. 1	Interesting	10	12/30/44
J4-2	No. 2	Excellent	10	12/30/44
J4-3	No. 3	Interesting	10	1/27/45
J4-4	No. 4	Very Interesting	10	5/12/45
J4-5	No. 5	Good	10	6/9/45
J4-6	No. 6	Excellent	10	8/4/45
		SPEAKING OF ANIMALS		
Y4-1	As Babies	Tops	9	12/30/44
Y4-6	From A to Zoo	Excellent	9	9/1/45
Y4-5	In a Musical Way	Excellent	9	8/18/45
Y4-3	In the Public Eye	Good	10	3/24/45
Y4-4	Talk of the Town	Very Funny	9	5/26/45
Y4-2	Who's Who in Animal Land	Tops	9	1/27/45
		SPORTLIGHTS		
R4-5	Blue Winners	Excellent	9	1/27/45
R4-2	Brongs & Brands	Thrilling	9½	12/30/44
R4-10	Campus Mermaids	Good	9	9/1/45
R4-9	Canine-Feline Capers	Good	9	8/16/45
R4-8	Fan Fare	Fair	9	6/9/45
R4-3	Long Shots or Favorites	Good	9½	2/10/45
R4-4	Out Fishin'	Excellent	9½	4/21/45
R4-6	Game Bag	Excellent	9½	3/31/45
R4-1	Rhythm on Wheels	Good	9½	12/2/44
R4-7	White Rhapsody	Thrilling	9	5/12/45
		UNUSUAL OCCUPATIONS		
L4-1	No. 1	Interesting	10	11/4/44
L4-2	No. 2	Interesting	10	2/24/45
L4-3	No. 3	Very Fine	10	3/10/45
L4-4	No. 4	Interesting	10	5/12/45
L4-5	No. 5	Interesting	10	9/15/45
L4-6	No. 6	Interesting	10	10/13/45

RKO RADIO

		DISNEY CARTOONS (18) (Tech.)		
54110	African Diary		7	
54112	Californy 'Er Bust	Fair	7	6/16/45
54113	Canine Patrol	Excellent	7	9/22/45
54107	Clock Watcher	Good	7	1/13/45
54118	Cured Duck		7	
54108	Dog Watch	Good	7	1/6/45
54111	Donald's Crime		8	
54105	Donald's Off Day	Funny	7	1/6/45
54114	Duck Pimples	Very Good	8	6/9/45
54109	Eyes Have it	Entertaining	7	5/12/45
54103	First Aiders	Excellent	7	12/2/44
54117	Hockey Homicide		8	
54104	How to Play Football	Timely	8	12/9/44
54116	No Sail	Good	7	8/25/45
54115	Legend of Coyote Rock	Very Funny	7	8/25/45
54102	Plastics Inventor	Excellent	7	8/19/45
54101	Springtime for Pluto		7	
54106	Tiger Trouble	Funny	7	1 18 45
		EDGAR KENNEDY		
53401	Feather Your Nest	Good	18	12 16 44
53402	Alibi Baby	Comedy	18	1/13/45
54405	It's Your Move	Fair	17	8/18/45
53403	Sleepless Tuesday	Some Laughs	18	4/28/45
53404	What, No Cigarets?	Poor	18	7/7/45
53406	You Drive Me Crazy	Fair	17	11/10/45
		FLICKER FLASHBACKS		
54201	No. 1		10	
54202	No. 2	Good	9½	11/11/44
54203	No. 3		9	
54204	No. 4	Hilarious	9	2/24/45
54205	No. 5	Swell Ribbing	9	3/31/45
54206	No. 6	Good	8	4/21/45
54207	No. 7		7	
		HEADLINER REVIVALS		
53201	Songs of the Colleges		15	
53204	Swing Fever		19	
53202	Swing It		16	
53203	Swing Vacation		19	
		LEON ERROL		
53707	Beware of Redheads	Good	17	9/22/45
53703	Birthday Blues	Average	17	4/14/45
53706	Double Honeymoon	Good	18	8/18/45
53702	He Forgot to Remember		17	
53704	Let's Go Stepping		17	
53701	Triple Trouble	Good Hokum	17	11/11/44
53705	It Shouldn't Happen to a Dog	Fair	18	8/25/45
		SPORTSCOPES		
54308	Athlete of the Year	Good	8	4/21/45
54313	Colorado Rainbows	Good	8	9/22/45
54306	Court Craft	Action	8	4/21/45
54305	Five Star Bowlers	Class Appeal	8	2/24/45
54304	Parallel Skiing	Good	8	1/6/45
54303	Saddle Stariets	Good	8	12/23/44
54302	School for Dogs	Interesting	8	12/30/44
54307	Ski Gulls	Thrills	8	3/31/45
54311	Tee Tricks	Excellent	8	7/7/45
54309	Timberdoodles	Interesting	8	4/23/45
54310	West Point Winners	Very Good	8	7/7/45
54312	Mexican Playland	Good	8	8/25/45
		THIS IS AMERICA		
53113	Americans in Paris	Good	16	11/24/45
53111	Annapolis	Interesting	16	9/22/45
53108	Battle of Supply	Excellent	17	7/7/45
53112	California Boom Town	Very Good	16	10/27/45
53107	Dress Parade	Very Good	16	5/12/45
53106	Guam-Salvaged Island	Excellent	17	4/21/45
53105	Honorable Discharge	Educational	17	3/24/45
53102	New Americans	Interesting	19	1/6/45
53104	On Guard	Exciting	17	3/3/45
53110	Policing Germany	Excellent	18	8/11/45
53103	Power Unlimited	Interesting	17	2/24/45
53101	West Point	Revealing	17	12/9/44
53109	China Life Line	Excellent	16	7/28/45

REPUBLIC

483	Federal Operator 99		15 Chaps.
482	Manhunt of Mystery Island		15 Chaps.
581	Phantom Rider		12 Chaps.
484	Purple Monster Strikes		15 Chaps.
481	Zorro's Black Whip		12 Chaps.

20th CENTURY-FOX

LEW LEHR

5902 Do You Remember.....
5901 Sea Food Mamas..... 8 .....

MARCH OF TIME

1 Post War Farms.....
2 What to Do With Germany .....Excellent ..... 18½.. 9/30/44
3 Uncle Sam Mariner.....
4 Inside China .....Revelatory ..... 17½..12/ 2/44
5 Unknown Battle .....Interesting .... 19 ..12/30/44
6 Report on Italy.....Outstanding .... 17 .. 2/ 3/45
7 West Coast Question.....Interesting .... 16 .. 2/24/45
8 Memo to Britain.....Interesting .... 16 .. 3/24/45
9 Returning Veteran .....Interesting .... 17 .. 4/14/45
10 Spotlight on Congress....Informative .... 16 .. 5/19/45
11 Teen-Age Girls .....Excellent ..... 17 .. 6/16/45
12 Where's the Meat?.....Fair ..... 17 .. 7/28/45
13 New U. S. Frontier.....Unusual ..... 16 .. 8/11/45

MOVIETONE ADVENTURE

5256 Alaskan Grandeur (Tech.).Interesting .... 8 .. 3/10/45
5254 Black, Gold and Cactus (Tech.) .....
5257 Canyons of the Sun.....Educational .... 8 .. 2/10/45
5255 City of Paradox.....
5261 Empire State .....
5259 Isle of Romance.....
5252 Jewels of Iran.....
5256 Land of 10,000 Lakes....Interesting .... 8 .. 3/10/45
5251 Mexican Majesty (Tech.).....
5201 Modeling for Money.....
5253 Mystic India .....
6260 Sikhs of Pallala.....

SPORTS REVIEWS

5351 Blue Grass Gentlemen (Tech.) .....
5302 Steppin Pretty .....
5354 Down the Fairways.....
5352 Trolling for Strikes (Tech.) .....
5353 Nova Scotia .....Fair ..... 8 .. 3/10/45

SPECIAL

5601 Three Sisters of the Moors ..... 20 .....

UNITED ARTISTS 1944-45

DAFFY-DITTYS

Cross-Eyed Bull .....Very Good .... 10 ..11/ 4/44
Flying Jeep .....
Lady Says No.....
Pepito's Serenade .....
Choo Choo Amigo.....

WORLD IN ACTION

Now—The Peace .....Good ..... 21 .. 5/19/45
When Asia Speaks.....Interesting .... 19 ..12/ 9/44

UNIVERAL

NAME BAND MUSICALS

9128 Artistry in Rhythm.....Fair ..... 15 .. 6/16/45
9122 Harmony Highway .....Fair ..... 15 ..12/20/44
9124 Jive Busters .....Average ..... 15 .. 4/21/45
9125 Melody Parade .....
9123 On the Mellow Side.....Excellent ..... 15 ..12/30/44
9127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
9126 Swing Serenade .....Very Good ..... 15 .. 5/12/45
9121 Swingtime Holiday .....Good ..... 15 ..12/30/44
9129 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

9373 ABC Pin-Up .....Good ..... 9 .. 2/10/45
9375 Author in Babyland.....Interesting .... 9 .. 5/12/45
9376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
9371 Idol of the Crowd.....Interesting .... 9 ..11/ 4/44
9378 Kanine Aristocrats .....Good ..... 9 .. 9/22/45
9372 One-Man Newspaper ....Interesting .... 10 ..12/23/44
9374 Pigtail Pilot .....Exceptional .... 9 .. 1/27/45
9377 School for Mermaids.....Good ..... 9 .. 8/25/45

SWING SYMPHONIES

9231 Abou Ben Boogie.....Fair ..... 7 ..11/ 4/44
9235 Painter and the Pointer .....Amusing ..... 7 ..12/23/44
9234 Pied Piper of Basin Street .....Entertaining ... 8 .. 2/10/44

TECHNICOLOR CARTUNES

9232 Beach Nut, The.....Good ..... 7 ..12/16/44
9236 Chow Chow Baby.....Hilarious ..... 7 .. 2/24/45
9239 Crow Crazy .....Funny ..... 7 .. 8/25/45
9240 Dippy Diplomat .....
9235 Painter and the Pointer.....
9233 Ski for Two.....Tops ..... 7 ..12/30/44
9238 Woody Dines Out.....Good ..... 7 .. 5/12/45

SPECIAL FEATURETTES

9112 Lili Mariene .....Engrossing .... 21 .. 11/11/44
9110 World Without Borders..... 21 .....

VARIETY VIEWS

9352 Dogs for Show.....Very Fine ..... 9 ..12/23/44
9351 From Spruce to Bomber..Interesting .... 9.. 12/16/44
9353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 ..12/23/44
9354 White Treasure .....Interesting .... 9 .. 1/13/45
9356 Wingmen of Tomorrow...Interesting .... 10 .. 6/16/45
9355 Your National Gallery...Interesting .... 10 .. 2/24/45
9357 Victory Bound .....Interesting .... 9 .. 9/ 1/45
9358 Village of the Past.....Good ..... 9 .. 8/25/45

SERIALS

9581 Jungle Queen..... 13 Chaps.
9881 Master Key ..... 13 Chaps. 5/ 5/45
9681 Mystery of the River Boat... 13 Chaps. 12/ 2/44
9781 Raiders of Ghost City..... 13 Chaps. 8/12/44
9981 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1726 Baseball Bugs .....
1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 . 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 ..11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1313 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Actors.....Good ..... 20 .. 4/14/45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30/44
1108 It Happened in Springfield .....Magnificant .... 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1108 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good ..... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3/ 3/45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky .....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard.....Fair ..... 10 ..10/13/45
1716 Baby Bottleneck .....
1704 Behind the Meat Ball....Good ..... 7 .. 4/14/45
1713 Book Revue .....Very Good ..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1709 Fresh Airdale .....Very Funny ... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1717 Hare Remover .....
1714 Holiday for Shoestrings.....
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peck Up Your Troubles..Good ..... 7 ..10/10/45
1715 Quentin Quail .....
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1708 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimcapades .....Interesting .... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1006 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional .... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good ..... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/26/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Dav.....Very Good ..... 10 .. 9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½..11/10/45
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers..... 16½.....
7422 Dance, Dunce, Dance!...Funny ..... 18½..10/27/45
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell.....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7435 Spook to Me..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17 .....

COLOR RHAPSODY

7501 River Ribber ..... 6 .....

COMMUNITY SINGS

5657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Baker) Dream..... 10 .....
7654 No. 4 (Baker) Good, Good .....Good ..... 11 .....
7655 No. 5 (Leibert) No Can Do..... 10 .....
7656 No. 6 (Baker) That Feeling in the Moonlight.....

FILM VODVIL

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra ..... 11 .....

FLIPPY

7601 Catnipped ..... 7½.....

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½.....

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) ..... 9 .....
7854 No. 4 (Hollywood Celebrations)..... 9 .....
7855 No. 5 (Movie Stunt-men & Doubles)..... 9 .....
7856 No. 6 (Wendell Niles and Prindle).....

SPORT REELS

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaids' Paradise ..... 9½.....
7805 Rasslin' Romeos ..... 9½.....
7805 Wrestling .....

SERIALS

7141 Hop Harrigan ..... 15 Chaps.
7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-733 Quiet Please .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-757 Fala at Hyde Park.....Interesting .... 11 .. 1/26/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-776 Our Old Car.....Nostalgic ..... 10 .. 1/26/46
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny .....Good ..... 10 .. 1/26/46
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU

D5-1 Man's Pest Friend..... 8 .....
D5-2 Bargain Counter Attack.....

NOVELTOONS

P5-1 The Friendly Ghost..... 7½.....
P5-2 Old MacDonald Had a Farm .....

MUSICAL PARADES

FF5-1 Little Witch .....Very Good ..... 20 ..11/10/45
FF5-2 Naughty Nanette ..... 20 .....
FF5-3 College Queen.....

POPEYE

E5-1 House Tricks .....
E5-2 Service With a Guile.....

POPULAR SCIENCE

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 ..... 10 .....
J5-3 No. 3 ..... 10 .....

SPEAKING OF ANIMALS

Y5-1 Animal-ology .....Very Funny .... 9 ..11/ 3/45
Y5-2 Hillbillies ..... 9 .....

SPORTLIGHTS

R5-1 What a Picnic.....Interesting .... 9 ..10/18/45
R5-2 Paddle Your Own.....Good ..... 9 ..11/17/45
R5-3 Running the Team..... 9 .....
R5-4 Good Dog .....
R5-5 Dixie Pointers.....

UNUSUAL OCCUPATIONS

L5-1 No. 1 ..... 10 .....
L5-2 No. 2 ..... 10 .....
L5-3 No. 3 ..... 10 .....

RKO RADIO 1945-46

DISNEY CARTOONS

64101 Canine Patrol ..... 7 .....
63403 Trouble Or Nothing..... 18 .....
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....

FLICKER FLASHBACKS

64201 No. 1 .....Funny ..... 7 ..11/17/45
64202 No. 2 .....Funny ..... 7 .. 1/26/46
64203 No. 3 ..... 7 .....
64204 No. 4 ..... 8 .....

HEADLINER REVIVALS

63201 The Derby Decade..... 22 .....
63202 Russian Dressing ..... 18 .....
63203 Twenty Girls and a Band..... 18 .....

LEON ERROL

63701 Beware of Redheads..... 17 .....
63702 Maid Trouble ..... 18 .....

RAY WHITLEY WESTERN MUSICALS

63501 Western Welcome ..... 18 .....
63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....
63504 Rhythm Wranglers ..... 19 .....

SPECIAL

671 The House I Live In....Excellent ..... 10 ..10/13/45

SPORTSCOPES

64301 Athletic Items .....Good ..... 8 ..11/24/45
64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... 8 .....
64305 Ski Master ..... 8 .....

THIS IS AMERICA

63102 T. V. A.....Interesting .... 18 .. 1/26/46
63101 Airline to Everywhere....Excellent ..... 17 .. 1/ 5/46
63103 Great Lakes ..... 16 .....

WAR ACTIVITIES

Here Come the Yanks....Interesting .... 10 ..10/13/45

20th CENTURY-FOX

MOVIETONE ADVENTURE

6260 Across the Great Divide.....
6258 Along the Rainbow Trail.....
6254 Bountiful Alaska ..... 8 .....
6259 Cradle of Liberty.....
6253 China Carries On.....
6256 Louisiana Springtime ..... 8 .....
6257 Lost Lake .....
6252 Magic of Youth.....
6251 Memories of Columbus...
6255 Song of Sunshine..... 8 .....

SPORTS REVIEWS

6353 Diving Dandies .....
6355 Golden Horse .....
6301 Pins and Cushions.....
6351 Ski Aces .....
6352 Time Out For Play..... 8 .....
6354 Sea Sirens .....

TERRYTOONS

6517 Dinky Finds a Home..... 7 .....
6511 Fortune Hunters ..... 7 .....
6502 Fox & the Duck.....
6520 Golden Hen ..... 7 .....
6514 It's All in the Stars..... 7 .....
6518 Johnstown Flood ..... 7 .....
6501 Mighty Mouse in Gypsy Life ..... 6 .....
6506 Mighty Mouse Meets Bad Bill Bunion..... 7 .....
6508 Mighty Mouse in Krakatoa ..... 7 .....
6513 My Old Kentucky Home. ..... 7 .....
6519 Peace-Time Football ..... 7 .....
6503 Swooning the Swooners...
6510 Svengali's Cat ..... 7 .....
6509 Talking Magpies ..... 7 .....
6507 The Exterminator ..... 7 .....
6515 Throwing the Bull..... 7 .....
6516 Trojan Horse ..... 7 .....
6504 Watch Dog .....
6512 Wicked Wolf ..... 7 .....
6505 Who's Who in the Jungle. ..... 7 .....

MARCH OF TIME

1 Palestine Problem .....Informative ... 17 .. 9/15/45
2 American Beauty .....Interesting .... 18 .....
3 18 Million Orphans .....Excellent ..... 17 ..11/ 3/45
4 Justice Comes to Germany .....Impressive ... 21 ..11/24/45
5 Challenge to Hollywood...Interesting .... 18 .. 1/ 5/46

UNIVERSAL

ANDY PANDA CARTOONS

The Poet and Peasant....Very Good .... 7 ..10/27/45

NAME BAND MUSICALS

1304 Cuban Madness .....
1301 Solid Senders .....Very Good ..... 15 ..11/24/45
1302 Hot and Hectic.....
1306 Melody Stampede .....Good ..... 15 .. 1/26/45
1331 Sing And Be Happy.....
1307 Swing High, Swing Sweet.....
1303 Synco-Smooth Swing .....
1305 Tin Pan Alley Tempos.....

PERSON-ODDITY

1361 Gabriel Heatter Reporting .....Interesting .... 9 ..11/17/45
1362 Hill-Billy Artist .....Interesting .... 9 ..10/27/45
1366 Maestro of the Comics.....
1363 Paper Magic .....Interesting .... 9 ..11/10/45
1364 Pottery Poets .....Good ..... 9 ..12/ 1/45
1365 Front Line Artists.....Good ..... 9 ..12/ 1/45

SERIALS

Lost City of the Jungle.....
Royal Mounted Rides Again .....Actionful ..... 19 .. 1/19/46
Scarlet Horseman .....
Secret Agent X-9.....

TECHNICOLOR CARTOONS

1321 Loose Nut .....
1322 Poet & Peasant.....

VARIETY VIEW

1342 Go North .....Very Good ..... 9 ..10/13/45
1364 Grave Laughter .....Amusing ..... 9 ..11/24/45
1344 Doctor of Paintings.....
1345 Jungle Capers .....
1341 Queer Birds .....Interesting .... 9 ..11/10/45

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS

2303 The Good Egg.....
2302 Lyin' Mouse .....
2301 Sunbonnet Blue ..... 7 .....
2304 Trial of Mr. Wolf.....

FEATURETTES

2101 Barbershop Ballads .....Fair ..... 20 .. 8/25/45
2102 Star in the Night.....Outstanding ... 20 ..10/27/45
2103 All Star Musical Revue..Entertaining ... 20 ..12/ 1/45
2104 Good Old Corn.....Good ..... 20 ..12/ 1/45
2106 Hitler Lives? .....Excellent ..... 20 .. 1/ 5/46
2105 Musical Shipmates .....

MELODY MASTERS

2601 Spade Cooley, King of Western Swing.....Excellent ..... 10 .. 8/25/45
2605 Headlines Bands .....
2602 Here Comes the Navy Bands .....Fair ..... 10 ..10/13/45
2603 Musical Novelties .....Fair ..... 10 ..11/17/45
2604 Music of the Americas...Good ..... 10 ..12/ 1/45

SPECIAL

2901 The Nine Hundred.....Outdated ..... 10 ..10/27/45

SPORTS PARADE

2501 Sports Go to War.....Outdated ..... 10 ..10/13/45
2502 Holiday on Horseback.....
2503 Michigan Ski-Daddle .....

TECHNICOLOR ADVENTURES

2801 Fashions for Tomorrow..... 10 .....
2802 In Old Santa Fe.....

TECHNICOLOR SPECIALS

2001 Frontier Days .....Good ..... 20 .....
2002 Forest Commandos .....

VITAPHONE VARIETIES

2401 Alice in Jungleland.....Interesting .... 10 ..11/17/45
2402 Miracle Makers ..... 10 .....
2405 Peeks at Hollywood.....
2404 So You Think You're Allergic .....Fair ..... 10 .. 1/19/46
2403 Story of a Dog.....Interesting ..... 10 .. 8/25/45

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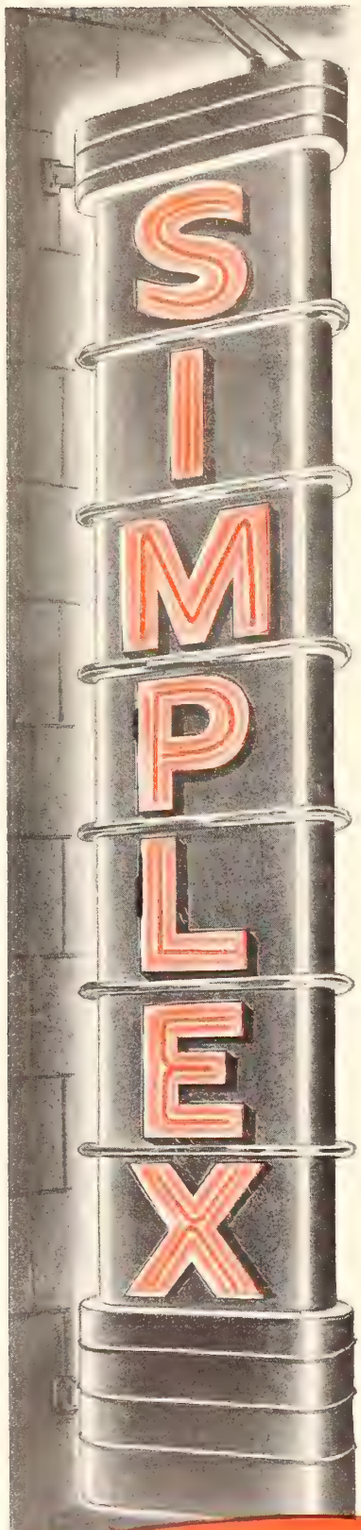
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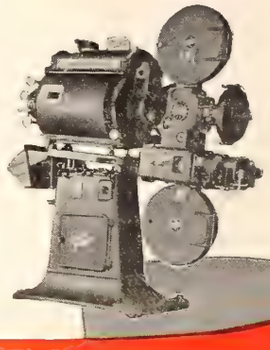
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SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

SERIAL RECORD
FEB 18 1946



N. Peter Rathvon (See Page 8)

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FEBRUARY 9, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

FEB 15 1946

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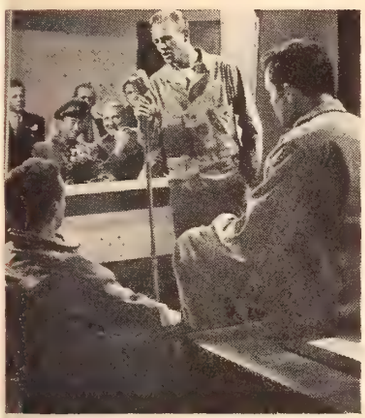
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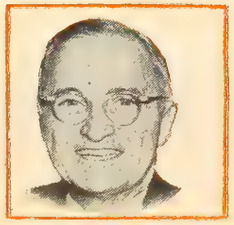
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FEB. 16TH - 24TH



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EDITORIAL PAGE

Percentage on Popcorn!

Those who thought the distributors had climbed the highest mountain to attain the peak of demands for their share of theatre receipts may soon find that a new ceiling has been reached.

It is reliably reported that several companies really believe they have a right to claim a percentage of a theatre's candy and/or popcorn receipts when their percentage pictures play the house.

Not long ago we heard what we thought at the time was a gag for laughs: that a new clause was being inserted in percentage contracts calling for a cut on the candy profits. Now we are reliably informed this wasn't any gag, but that the reference was to things that were actually being planned.

There's something to this "like begets like" and probably the ever-increasing distributor demands have whet appetites that just can't be satisfied without a "bite" of those receipts over the popcorn, candy or other counter in the theatres.

Next thing we know, there'll be checkers hanging around the roasting machine to tally the nickels and dimes being paid by the patrons for a bag of popcorn.

All kidding aside: isn't this the screwiest thing you ever heard?

▲ ▲ ▲

Meet the Issue

We were greatly impressed by the Herbert Yates suggestion last week that the way to put an end to the jurisdictional disputes that have the whole production branch of the business in a state of confusion is for the studios to shut down and force the warring Unions to iron out their difficulties among themselves.

There is no doubt that the studios are right in the middle of a dog-fight with which they have had nothing to do and about which they cannot do a thing to end the sorry mess. There is a terrific loss of money to the production branch of the industry through this protracted wrangling, and some finely planned and excellently set up new production enterprises are stymied by conditions with which they cannot cope. The whole thing is in need of handling, and if it takes heroic treatment, well, that's not the fault of the producers.

Maybe a move like Yates suggested takes guts, but isn't it about time our studios and our industry started to show some guts? Thus far the studios have been taking a mauling and have been practicing what has come to look like a very supine yielding of the other cheek, and then the other in a he-who-gets slapped act.

If several headstrong unions stand off and continue to battle each other, possibly their problems can be solved for them by other unions which are not now involved but which will suffer along with the studios by the intolerable situation now existing.

▲ ▲ ▲

"Head Man"?

Quite a few exhibitors vacationing in Miami have been commenting that Czar Eric Johnston in a radio address referred to himself as "head of the motion picture industry." And they go on to ask all and sundry what Johnston means when he speaks of a "head of the industry"—after all, they say, they don't know that Johnston represents the exhibition branch of the business.

Perhaps Mr. Johnston hopes to see the day when not only producers and distributors but exhibitors will be members of the Motion Picture Association of America, which is the new name Johnston has given the former MPPDA of Will Hays. But up to the present there is no real representation of the exhibition branch in Mr. Johnston's MPAA. Whatever representation there may be is in theatres which are controlled by the distributors, and that group does not by any means represent the exhibition field—as lawyers for the distributors were most eloquent in declaring during the recent anti-trust trial in New York.

We rather expect that Francis Harmon would like to see exhibitors, nationally, brought into the Johnston organization. But that, we feel, is very wishful thinking and it will require more than a Harmon to bring it about.

Frankly, we don't think we would like to see the exhibition branch become a part of the new version of the old Hays office. The happy medium might be for the exhibitor organizations to appoint a group to serve as liaison between their units and the Johnston office.

But in the meantime, let's keep the record straight by having it understood that there is no one "head" of the motion picture industry.

—"CHICK" LEWIS

Percentage-on-Candy Idea Riles Exhibitors

News That Loew's Figures 'Sweets' Profits in Picture Deals Shocks Theatremen

Few, if any, announcements by executives at company sales meetings have caused such a flare of excitement as followed the declaration by Joe Vogel, Loew's vice-president, to salesmen of the MGM organization that the Loew's theatres figure profits on candy concessions as part of the income when calculating the payoff to distributors on percentage pictures. Theatremen from one end of the country to another—or as the orators put it: from New York to California, and from Maine to Florida (but especially Florida)—received the news wth unmixed emotions. They want to see no such arrangement become general practice.

Mr. Vogel, who is in charge of theatre operations for Loew's, made his statement about the candy profits at one of the closing sessions of the MGM sales meetings in New York last week. He said that Loew's took the position that people didn't come to their theatres to buy candy, but to see pictures and the bigger the picture the bigger the candy sale.

This statement was looked upon by many exhibitors as the first move for the distributor to be declared in on the candy and popcorn profits. Many of the top circuit men have been expecting some such development, because, according to one story, a certain circuit's figures on candy profits became known to a distribution sales head and ever since that time there has been plenty of home office figuring as to why the film companies shouldn't derive some of that extra money which they calculated flows to the theatre candy till because their pictures draw crowds to the show houses.

It is said that Loew's is not alone among the major circuits in accounting for the candy profits in figuring the payoff for percentage pictures.

In the distribution branch it is observed that the candy and popcorn concession accounting came into the picture because many theatres carry salaries and expenses of candy and popcorn merchandising as an operational cost item in figuring their side of the percentage deal, but never account for the profits derived from these enterprises. It is understood that many distributors regard these candy expense items as "leaks" of income due them on percentage deals.

Landlords Claim Percentage On Theatre's Candy Receipts

The question of whether candy, popcorn and dish receipts, plus money taken in for admission taxes, should be included in gross receipts caught the ear of exhibitors in Easton, Pa. this week when the Easton Theatre brought action for a declaratory judgment against the real estate corporation owning the theatre. According to the Harold S. Eskin interests, who operate the house, the ownership of the Easton had recently changed hands and the new landlords claimed they were entitled to a percentage on gross receipts which included the cash items not attributable directly to the pictures shown.

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Rathvon to Head RKO Production

(*See Cover*)

As the result of the death of Charles Koerner last Saturday, a new alignment of RKO executives was announced on Wednesday by Floyd Odlum, chairman of the board of RKO. N. Peter Rathvon, president of RKO Corporation, will now become president of RKO Radio Pictures and transfer his activities to the coast, where he will be in charge of studio production. Mr. Rathvon was formerly president of RKO Theatres, Inc., and because of his production activities will turn that post over to Malcolm Kingsberg, although remaining chairman of the RKO Theatres board.

Ned E. Depinet, who has been serving as president of RKO Radio Pictures, will become the chief executive of the company in New York, taking on the jobs of vice-president and vice-chairman of that unit's board.

Other changes in the executive set-up include Sol Schwartz and A. W. Dawson as vice-president of RKO Theatres; William H. Clark to succeed Kingsberg as treasurer of RKO; and Robert Mochrie as a vice-president of RKO Radio Pictures, general sales manager and a board of directors member.

Allied TO of N. J. Protests 20th-Fox Selling Methods

Allied Theatre Owners of New Jersey this week lodged formal complaint in the form of a protest resolution against selling methods of 20th Century-Fox in connection with the feature "Leave Her to Heaven." In the resolution, adopted unanimously at a meeting on Monday, the Jersey exhibitors specifically protested against "the shifting policies of this company and its bad faith in dealing with the independent exhibitors of New Jersey."

The bill of particulars maintained that 20th-Fox several times increased its percentage scale and preferred playing time demands on "Leave Her to Heaven" and in one instance "tried to impose a split figure after the picture had played on straight percentage terms, stating that the exhibitor had made too much money."

Atlanta Bans 'Scarlet Street' As Licentious and Obscene

Declaring Universal's "Scarlet Street" to be "licentious, profane, obscene and contrary to good order," Miss Christine Smith, Atlanta city censor, has banned the picture from that city and is quoted as declaring the film "violates several phases of the code of decency and property by which motion pictures offered here as public entertainment are judged."

Harry G. Graham, Universal's southeastern district manager, declared his company will fight the ban. The picture was recently passed by the New York censor board after the elimination of 55 feet.

New RKO Theatres Corporation To Retire $10,000,000 Notes

RKO Theatres Inc., concluded the sale of a $22,000,000 three per cent 20-year debenture to the Equitable Life Assurance Society last week, at the Bankers' Trust. Approximately $10,000,000 will be used to refund existing indebtedness, and the balance will be added to the working capital of the company.

In anticipation of this transaction, all the RKO theatre subsidiaries were consolidated into B. F. Keith Corporation, which has now become RKO Theatres, Inc. Malcolm Kingsberg, executive vice-president, represented the company.

3 from 20th-Fox in March

Twentieth Century-Fox this week announced the release of "Sentimental Journey," "A Yank in London" and "A Walk in the Sun" during March.

Stiff New Censor Taxes Stun Quebec Exhibitors

A crushing load of taxation has been dumped on theatremen of the Province of Quebec by the newly appointed and reconstituted Board of Cinema Censors, it was reported this week from Montreal. Censorship charges have been hoisted as high as 1000 per cent in some instances. The move was made by the Attorney-General, and theatremen were informed January 31 that the measure took effect the next day. The legislation was passed by Order-in-Council—which means without discussion in the House, a procedure usually reserved for urgent situations where the public interest must be served.

The order provides for increased levies on the censorship of films, posters, stills, slides and all other outdoor advertising. Here are the old and new scales: On 35-mm. films, 1000-ft. reel, the old scale was $3 but is now $6. If the film is sent back for cutting, re-presentation costs $10 per reel and the same is charged if a second re-presentation is made. Trailers used to cost $1.50 each. Now anything under 500 ft. cost $3.

On posters, a set of eight 11x14s jumps from eight cents to 80 cents. Similar sets, 14x36 and 22x28 were previously three cents per print, but are now 25 cents. One-sheet posters jump from three to 25 cents, while six-sheets go from five cents to 50 cents each. Twenty-four sheets rocket from 10 cents to one dollar. Stills, 8x10, are upped from one cent each to 25 cents. Glass sides got by for nothing previously, but now cost 25 cents, while outdoor signs are charged at the rate of one cent per square foot.

Stunned showmen are picking themselves off the floor and will meet soon to decide a future course of action.

SHOWMEN'S TRADE REVIEW

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Closeups of Names in the News Spotlight This Week



Ben L. Strozier



Steve Broidy



William F. Crockett



Dr. Isador Lubin



Jay Bonafield

Five industry figures were prominent in the news spotlight this week. Dr. Isador Lubin, internationally known economist and administrator, was appointed president of Confidential Reports, Inc. John J. O'Connor, the retiring president, formally introduced Dr. Lubin to representatives of the industry at a luncheon Tuesday in the Sherry-Netherlands Hotel. Steve Broidy, president of Monogram Pictures Corp., was feted in Boston, his home town and scene of his entry into the industry as an independent distributor, at a testimonial dinner Tuesday night. A "Steve Broidy Testimonial Drive" which started Feb. 1 is now being conducted by his sales organization. Election of Jay Bonafield, associated with RKO-Pathe for the past 15 pears, as a vice-president in charge of all production except the newsreel, was announced last weekend by Frederic Ullman, Jr., president of the organization, prior to Ullman's departure for the coast. Ben L. Strozier, of Rock Hill, S. C., is the new president of the Theatre Owners of North and South Carolina, having been elected to succeed A. F. Sams, Jr., of Statesville, N. C., at the association's meeting held recently in Charlotte. Convening at the Hotel John Marshall last week, the Motion Picture Theatre Owners of Virginia re-elected William F. Crockett president. Crockett, who is vice-president and general manager of Bayne Roland Corp., which operates the Bayne and Roland theatres in Virginia Beach, Va., has long been active in Virginia MPTO affairs and has also gained industry prominence through his participation in various phases of the industry's war effort. Crockett first became president of the Virginia MPTO in 1937 when he succeeded Morton G. Thalhimer.

20th-Fox Has 21 Films Ready for Distribution

The backlog of 20th Century-Fox features for the 1945-46 releasing season already delivered in New York or completed at the studio grew to 21 this week, according to Darryl F. Zanuck, executive vice-president in charge of production. In preparation for filming later this winter and in the spring and summer are 32 additional properties, most of which will be picturizations of popular books and Broadway stage successes.

From a list of 48 popular books for which screenplays have already been constructed at least 13 will be released this season, putting the company on a releasing schedule of not less than one production per month. Eight of the 13 have been released, or are in the final stages of production. This total does not include independently-made films, such as "Black Beauty," which are released through 20th-Fox.

Sees MPTOA at Peak Strength

The MPTOA occupies the strongest position among exhibitors in its history, Ed Kuykendall, president, said this week following a meeting in Columbus, Miss., with Fred Wehrenberg of St. Louis, chairman of the MPTOA national board of directors. Discussions centered on the future postwar activities of the MPTOA.

With Ed Kuykendall, at present recovering from an illness, it appears likely now that the next meeting of the board will be held at Kuykendall's home in Columbus, Miss. to save him the necessity of traveling. This meeting, the first in several years for the directors, is expected to take place soon.

England to Use U. S. Stars To Crack American Market

Maurice Ostrer, executive producer of Gainsborough Pictures, one of the Rank interests' chief British production units, said this week in New York that his company hopes to crack the American market through the use of American name stars in its productions to aid their box-office draw.

Ostrer, who is enroute to Hollywood for a six weeks stay, intends to discuss an exchange of stars with Universal, and familiarize himself with those stars who are now top box-office in the United States. His six pictures, which will cost about $650,000 each, will get their cost back from England alone and he anticipates a $1,800,000 gross on "Wicked Lady" in England.

Tradeshow 'Trunk' March 4

Warners' "Saratoga Trunk" will be tradeshown nationally on March 4. General release is set for the latter part of March.

Unions Seek More Pay

Setting February 16 as the deadline for compliance, the Conference of Studio Unions has notified the major producers that its ten unions want 48 hours' pay for 36 hours' work. Carpenters joined the CSU last Sunday and painters announced that no members of their unions would be allowed to work more than eight hours daily before February 16. According to a report from Hollywood, the IATSE has also presented wage demands calling for wage increases of between 30 and 50 per cent, or 48 hours' pay for 36 hours' work.

Holdovers Jamming Studio Product Flow

The sustained long runs for Hollywood's top grade product in the nation's first run theatres has resulted in a terrific jam of product currently finished, in production or shooting. The backlog on the coast comes to more than 50 per cent of the total amount available in 1941, the last peace year.

A survey by SHOWMEN'S TRADE REVIEW reveals that currently the coast has 209 pictures completed or in production without release dates. This figure is 27 more than in February 1945, when 182 pictures were completed or in production and 78 more than in February, 1941, when only 131 films were completed and awaiting release.

A breakdown of this years' program shows Columbia with 13; MGM, 27; Monogram, 14; Paramount, 23; PRC, 4; RKO, 32, Republic, 24; 20th-Fox, 17; United Artists, 12; Universal, 18 and Warners, 25. Figures for 1945 show Columbia, 18; MGM, 21; Monogram, 13; Paramount, 28; PRC, 6; RKO, 12; Republic, 16; United Artists, 13; Universal, 19 and Warners, 20. In February, 1941, the figures reveal Columbia with 12; MGM, 12; Monogram, 4; Paramount, 22; RKO, 13; Republic, 6; 20th-Fox, 17; United Artists, 10; Universal, 14 and Warners, 21.

Rank Enters Equipment Field

J. Arthur Rank announced in London last weekend that he intends to challenge U. S. producers in the field of film equipment, and that he will manufacture such items for export as well as for use in the British Isles. Rank also disclosed he will spend $800,000 this year on films for children, as part of a non-profit making venture.

Distributors Ridicule Foreign Film Squawks

Complaints by local Allied exhibitor groups against inclusion of foreign pctures in blocks with home-produced films has brought a "so what?" reaction among distributor executives in New York. For one thing the attitude of the home office sales heads is that cancellation provisions give an out to all exhibitors who don't want to play the foreign-made films. For another, the squawks are dismissed as turning down pictures sight unseen and in advance.

The general comment is that blanket turndown of foreign pictures by groups of exhibitors is far from smart business. For one thing, many of the distributor heads declare, there has been a vast improvement in production from abroad, particularly English films. For another, trade barriers are being thrown up against American product in foreign markets unless there is some reciprocal distribution of that country's pictures in the U. S.

"Much of the product is good and that being selected for distribution by the leading companies here," said one distributor, "is equal to some of our American films. Properly edited and dubbed, and properly exploited by theatres these pictures can do business at the American theatres," he continued, "and the exhibitor will be doing a service to the industry as well as serving his own selfish interests by at least looking them over for their potential value as attractions at his theatre before turning them down. For while it is claimed American producers should be able to produce top notch pictures at a profit on the returns from the domestic market, years of effort and experience prove that it can't be done, and if American films are going to be shut out of foreign markets because foreign pictures are shut out of this market, well, the answer is going to be lowered quality of American films."

Monogram Reports Earnings of $181,223 For 26 Week Period

Monogram's net earning for the 26-week period ended December 29, 1945 were $181,223 after all charges, compared with $85,262 in the corresponding period in 1944, Steve Broidy, president, announced this week. A special board meeting approved negotiations for the 100 per cent acquisition of the St. Louis exchange and a 62 per cent interest in the Cincinnati branch.

A Steve Broidy testimonial drive was launched February 1 and will run to May 31 with $15,000 in awards offered. The board also elected Edward Morey, executive assistant to Broidy, a vice-president of the company.

Trust Suit on PCCITO Agenda

Unwarranted theatre invasion, status of the government anti-trust suit against the eight majors, the federal admission tax, non-theatrical competition and television will highlight the subjects for consideration at the next regular meeting of the PCCITO to be held February 12-15 at the Fairmount Hotel in San Francisco.

200 Due at TAC Meet

Delegates to the first convention of the Theatre Activities Committee of the Motion Picture Industry will number from 150 to 200 when the representatives take up their work on April 1-2 in St. Louis, it was announced Thursday. Naming of the delegates has already started in many states. Those in charge of the convention point out that arrangements are being made to take care of as many as 250 persons and that there is a standing invitation to all exhibitors to attend, whether delegates or not.

GI Sues for Job

Barred from his old job as a projectionist at the Ogden Theatre, Chicago, unless he joins the Operators' Union and waits for his turn, Edward J. Cooney, a war veteran, has filed suit seeking to force his uncle, Ben Cooney, owner of the theatre, to rehire him. Although the Operators' Union is challenging the suit, Assistant District Attorney Maurice Handleman said he had received word from Washington to "waste no time in defending GIs who are seeking to regain their jobs under Section 8 of the Selective Service Act.

Bonafield Elected to Pathe Vice-Presidency

Jay Bonafield, associated with RKO-Pathe for the past 15 years, has been elected a vice-president in charge of all production except for the newsreel which remains under the supervision of Walton C. Ament.

Frederic Ullman, Jr., RKO-Pathe president, who announced Bonafield's election last weekend, also revealed that Douglas Travers, who came to Pathe a year ago from the RKO Studio in Hollywood, will succeed Bonafield as production manager, while Lee Charles, on leave of absence in the Navy, returns as an assistant treasurer.

Charles Underhill, formerly in charge of the motion picture department of Batten, Barton, Durstine & Osborn, Inc., advertising agency, and more recently assistant director of radio in that organization, has joined Pathe as production manager in the Commercial Department.

Rites Held in Hollywood for Chas. Koerner, RKO Studio Head

Funeral services were held in Hollywood Tuesday for Charles W. Koerner, 49, executive vice-president of RKO Radio in charge of production, who died Saturday in the Cedars of Lebanon Hospital of acute leukemia following an illness of several weeks.



Charles Koerner

Koerner came to RKO in 1931 as head of the company's theatre circuit operations in the southwest and progressed through similar positions to general manager of all RKO theatres in 1941. In March, 1942, he was called to the coast to become acting manager of the studio, and on June 25 was named vice-president of RKO Radio in charge of producton.

Honorary pallbearers were Sam Briskin, Dave Bershon, Nate Blumberg, Joseph Breen, Harry Cohn, William Dozier, Roy Disney, Walt Disney, Ned E. Depinet, Y. Frank Freeman, William Goetz, Samuel Goldwyn, Henry Ginsberg, Leon Goldberg, Jack Gross, Ben Kahane, Herbert T. Kalmus, Will H. Hays, Al Hanson, Nat Holt, Eric Johnston, Malcolm Kingsberg, Jack Kennedy, Jesse L. Lasky, Perry Lieber, Sol Lesser, Leo McCarey, Louis B. Mayer, Eddie Mannix, Robert Mochrie, J. H. MacIntyre, Donald Nelson, J. J. Nolan, Daniel O'Shea, Floyd Odlum, Ben Piazza, Byron Price, Myron Prinzmetal, Rodney Pantages, Robert Riskin, Phil Reisman, Joe Rosenberg, N. Peter Rathvon, Frank Ross, James Riley, Sid Rogell, Mike Rosenberg, Leo Spitz, Joseph Schenck, David O. Selznick, Charles P. Skouras, Mendel Silberg, Harry Warner, Jack Warner, Cliff Work, Al Wilson, Herbert Yates and Darryl Zanuck. The studio remained closed on the day of the funeral and the home office closed at 2:30.

See No Need to Increase Production or Releases

There is no immediate prospect of a speed-up in releases being brought into the market, according to distributor heads. The current business at key first run houses is maintaining peak levels, with the result that first run bookings are now at about the same level as during the past two years, which means that there is no prospect of moving top-grade product into the market any faster than at present.

It is the belief of distribution men that no matter how production may increase at the studios, there is no indication that release schedules will grow in volume from the major distribution sources. This is so for several reasons, the first and foremost being that there is a practical saturation point in the seating now existing in the first run situations. For another, there is no way in sight to market a top picture in a way that would by-pass the key first runs, where currently the bigger pictures are playing four or more weeks engagements.

On the basis of present conditions, according to one of the industry's top distribution men, there will be a continuation of the production trend to fewer and more elaborate productions. Thus the long runs may get further impetus from the very factor of their own effect on production—which is that a bigger, more elaborate type of attraction induced by the slowdown in release requirements will play even longer runs at the key and other situations.

However, all companies are observing the situation very carefully, and distribution forces are watching for a possible change in general conditions at the theatres. Also, plans for increased production are ready for immediate application at the studios instantly there are signs that the market can absorb more product.

MPTO of Virginia Supports TAC Special Showings Plan

The Theatre Activities Committee won the support last week of the Motion Picture Theatre Owners of Virginia when that body voted at its Richmond convention to afford the new national association temporary financial backing. The action of the Virginia MPTO means that its members agree to the TAC's basic scheme of using the theatres for showing of Government and other special films to aid with the problems of reconversion during the critical postwar period. A special committee will be appointed to consider such pictures for exhibition.

The members also adopted a resolution protesting "excessive prices" in individual bookings, charging that increased cost of product is detrimental to the industry. All officers of the Virginia MPTO were re-elected for the coming year: William F. Crockett, president; Benjamin T. Pitts, vice-president; Sam Bendheim, treasurer; and Harold Wood, secretary.

Paramount Field Promotions

Clyde Goodson, Paramount sales manager in Atlanta and Gordon Bradley, Atlanta salesman, have been promoted to New Orleans branch manager and Atlanta sales manager, respectively. Jack Price, New Orleans branch manager, has been transferred to the Atlanta exchange sales department.

Eternal Feminine

A feminine patron of the Kenmore Square Theatre, Boston, removed her shoes during a performance last week. Unable to get them on again, she enlisted the aid of Manager Irving Conn who provided a shoe horn so that the lady might leave the theatre properly shod.

EXHIBITORS!

UNITE FOR A NATION UNITED!

With the sincerity and devotion you contributed toward the winning of the war — let us now join together to continue this great work of preserving for all the peoples of our country the Unity won at such great cost.

★ **SPYROS P. SKOURAS,**
National Chairman Motion Picture Industry

★ **J. ROBERT RUBIN,**
Vice-Chairman

★ **JOSEPH R. VOGEL,**
National Exhibitor Co-Chairman

★ **CHARLES REAGAN,**
National Distributor Chairman

★ **HARRY BRANDT,**
National Exhibiitor Co-Chairman

★ **HAROLD MIRISCH,**
National Exhibitor Co-Chairman

Join in the Motion Picture Industry's Observance of

AMERICAN BROTHERHOOD WEEK

FEBRUARY 16—24

(Sponsored by the National Conference of Christians and Jews)

Trailer Produced by

DAVID O. SELZNICK

and

STARRING



JENNIFER JONES



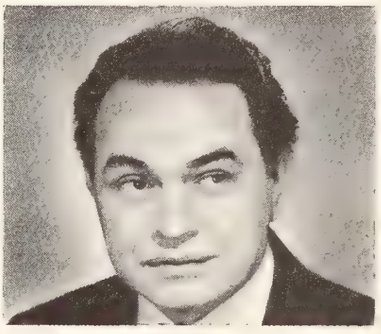
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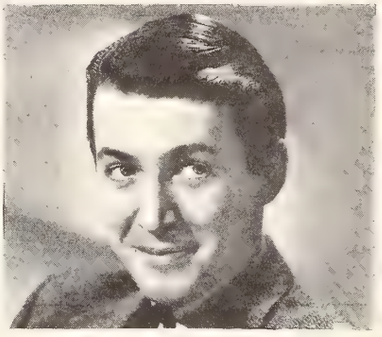
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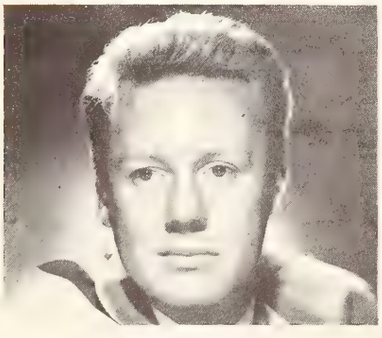
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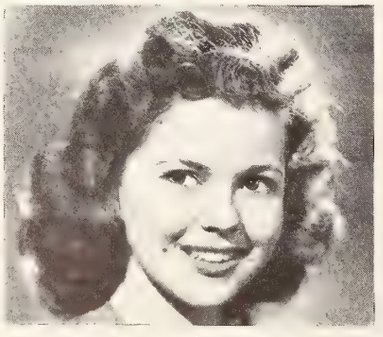
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VAN JOHNSON



SHIRLEY TEMPLE

Your audiences will cheer—

STIRRING, STAR-SPANGLED,

-MINUTE TRAILER

IT'S FREE

pecially produced by DAVID O. SELZNICK

UNITED AMERICA!

AMERICAN ROTHERHOOD WEEK

–24 (Sponsored by the National Conference of Christians and Jews)

RESIDENT HARRY S. TRUMAN
Honorary Chairman

HONORABLE HAROLD E. STASSEN
General Chairman

This very minute CONTACT...

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ALBANY • 1044 Broadway	**ALBANY** • Ray Smith • Warner Bros. • 1058 Broadway
ATLANTA • 167 Walton St., N.W.	**ATLANTA** • Wm. Zoellner • Loew's Inc. • 198 Luckie St., 1, N.W.
BOSTON • 95 Broadway	**BOSTON** • Wm. Horan • Warner Bros. • 131 Arlington St.
BUFFALO • 505 Pearl St.	**BUFFALO** • Al Herman • Warner Bros. • 470 Franklin St.
CHARLOTTE • 303 West 3rd St.	**CHARLOTTE** • Ben Rosenwald • Loew's Inc. • 301 S. Church St., 1
CHICAGO • 1307 So. Wabash Ave.	**CHICAGO** • J. Harold Stevens • Paramount Pictures, Inc. • 1306 So. Michigan Ave.
CINCINNATI • 1635 Central Parkway	**CINCINNATI** • Alan Moritz • Columbia Pictures • 1634 Central Parkway
CLEVELAND • 2336 Payne Avenue	**CLEVELAND** • L. R. Brauer • Universal Pictures • 2342 Payne Ave., 14
DALLAS • 2012 Jackson St.	**DALLAS** • Fred Larner • Paramount • 412 So. Harwood St.
DENVER • 2136 Champa St.	**DENVER** • Arthur Abeles • 20th Century-Fox • 2101 Champa St.
DES MOINES • 1003 High St.	**DES MOINES** • Jack Kennedy • Loew's Inc. • 618—12th St., 9
DETROIT • 2943 Cass Avenue	**DETROIT** • Joe Gins • Columbia Pictures • 200 Film Exchange Bldg.
HOLLYWOOD • 7026 Santa Monica Blvd.	**INDIANAPOLIS** • W. Guy Craig • Columbia Pictures • 432 N. Illinois St.
INDIANAPOLIS • 328 No. Illinois St.	**KANSAS CITY** • Wm. E. Truog • United Artists Corp. • 221 W. 18th St.
KANSAS CITY • 1706 Wyandotte St.	**LOS ANGELES** • Harry Cohen • RKO Radio Pictures, Inc. • 1980 S. Vermont Ave.
LOS ANGELES • 2018 So. Vermont Ave.	**MEMPHIS** • Tom Young • 20th Century-Fox • 151 Vance Ave.
MEMPHIS • 500 South 2nd St.	**MILWAUKEE** • Harold Wirthwein • Paramount Pictures, Inc. • 1121 N. 8th St.
MILWAUKEE • 814 No. 11th St.	**MINNEAPOLIS** • Ben Blotcky • Paramount Pictures, Inc. • 1201 Currie Ave.
MINNEAPOLIS • 1105 Currie Ave.	**NEW HAVEN** • Carl Goe • Warner Bros. • 134 Meadow St.
NEW HAVEN • 82 State Street	**NEW ORLEANS** • Luke Conner • Warner Bros. • 150 S. Liberty
NEW ORLEANS • 1431 Cleveland Ave.	**NEW YORK** • Henry Randel • Paramount Pictures, Inc. • 331 W. 44th St.
OKLAHOMA CITY • 611 West Grand Ave.	**NEW YORK** • Ed. Bell (New Jersey) • Paramount Pictures, Inc. • 331 W. 44th St.
OMAHA • 1508 Davenport St.	**OKLAHOMA CITY** • M. W. Osborne • 20th Century Fox • 10 N. Lee
PHILADELPHIA • 1201 Vine Street	**OMAHA** • D. V. McLucas • United Artists Corp. • 1508 Davenport St.
PITTSBURGH • 1627 Boulevard of Allies	**PHILADELPHIA** • Geo. Schwartz • Universal Pictures • 302 N. 13th St.
PORTLAND • 909 N. W. 19th Ave.	**PITTSBURGH** • Pete Dana • Universal Pictures • 1709 Boulevard of the Allies, 19
ST. LOUIS • 3318 Olive Street	**PORTLAND** • Mark Corey • RKO Radio Pictures, Inc. • 915 N. W. 19th Ave.
SALT LAKE CITY • 212 East 1st So. St.	**ST. LOUIS** • B. J. McCarthy • United Artists Corp. • 3316 Olive St.
SAN FRANCISCO • 140 Leavenworth St.	**SALT LAKE CITY** • Charles Walker • 20th Century-Fox • 216 E. 1st South
SEATTLE • 2413 Second Ave.	**SAN FRANCISCO** • Newton Jacobs • RKO Radio Pictures, Inc. • 251 Hyde St.
WASHINGTON • 924 New Jersey Ave.	**SEATTLE** • Maurice Saffle • Loew's Inc. • 2331—2nd Ave., 1
	WASHINGTON • John Allen • Loew's Inc. • 1009 N. J. Ave., N.W., 1

say: "of course, I want the free trailer for—

AMERICAN BROTHERHOOD WEEK

FEBRUARY 16—24

PRINTED IN U.S.A.

Brotherhood Advisory Committee Announced

With nearly 5,000 exhibitors already signed up who have declared they will run the American Brotherhood Week stellar trailer "The American Creed," during the week of February 16-24, Spyros P. Skouras, national chairman of the Motion Picture Industry Committee for American Brotherhood Week, announced the names of those who will serve on the Advisory Committee. They are as follows:

Barney Balaban, Nate Blumberg, Steve Broidy, Jules Brulatour, Harry Cohn, Jack Cohn, Richard Dwight, Reeves Espy, Leopold Freedman, Y. Frank Freeman, William German, Walter Gould, Ed. C. Grainger, Francis S. Harmon, Will Hays, Eric Johnston, W. Ray Johnston, Otto Koegel, Abe Lasfogel, Arthur Loew, Louis B. Mayer, W. C. Michel, Charles Moskowitz, Joseph Moskowitz, George Murphy, John O'Connor, Robert Perkins, Charles Prutzman, N. Peter Rathvon, Phil Reisman, Norton V. Richey, George J. Schaefer, Robert Schless, Murray Silverstone, Roberto D. Socas, Leo Spitz, Harry C. Thomas, Major Albert Warner, Harry M. Warner, Edwin L. Weisl, Herbert Yates, Gordon Youngman and Adolph Zukor.

The stars appearing in the David O. Selznick trailer are James Stewart, Ingrid Bergman, Van Johnson, Jennifer Jones, Katharine Hepburn, Walter Pidgeon, Shirley Temple, Eddie Cantor, and Edward G. Robinson.

Actors Set Wartime Record For Services

A wartime record of world-wide service with 56,037 patriotic appearances was set by Hollywood actors during the four years and 21 days of their activity, the Hollywood Victory Committee's final report released this week reveals. Included in the activities were some five million miles of traveling to fill engagements; 122 overseas entertainment trips on which 176 personalities played 13,555 days; 407 players making hospital and camp tours; 214 making bond tours and who were credited with being responsible for more than three billion in bond purchases.

Other contributions included 7700 events by 4147 personalities; 2056 one-night stands by variety troupes at West Coast ports, camps and hospitals; 2428 entertainment transcriptions for overseas transmission by the Armed Forces Radio Service; 38 film shorts; Canadian bond tours by 50 personalities and thousands of individual personal appearances, broadcasts and transcriptions.

George Schaefer's Son Awarded The Bronze Star Posthumously

Lieutenant James Gerard Schaefer, son of George J. Schaefer, film executive, who was killed in action in Normandy on D-Day, has been awarded the Bronze Star Medal for Heroic Conduct posthumously. The citation read in part:

"For heroic conduct against the enemy on the morning of October 21, 1943 in Italy. . . . His alertness, courage and devotion to duty displayed in this action are exemplary of the highest traditions of the Airborne Forces."

Gelbspan Joins Hal Roach

Capt. Herbert Gelbspan, recently out of the Army after four years in the ETO, has joined the Hal Roach organization as assistant to Grace Rosenfield, eastern representative. Before his enlistment in the Army Gelbspan had served in a sales capacity for Roach.

Exhibitors Key to Prosperity

The film industry cannot enjoy prosperity unless the outlets for the product (the exhibitors) are kept in a healthy financial condition, Dr. Isador Lubin, internationally known economist, said last Tuesday in New York following announcement of his election as president of Confidential Reports, Inc. Dr. Lubin, who was an economic advisor to the late President Roosevelt, declared that the various branches of the industry are inter-dependent to a very pronounced degree and that relations between them must be on a basis of cooperation in order that the industry as a whole may prosper. He declared that the films came into being as an amusement for the masses, whereas most other articles (automobiles, etc.) which now are regarded as necessities originally were luxuries to be enjoyed only by the wealthy.

Announcement of Dr. Lubin's election to head CRI was made at a lunch attended by the trade press and representatives of the major film companies which established CRI. John J. O'Connor, retiring president, who announced Dr. Lubin's appointment, said that CRI is now servicing 7,000 booking dates per week.

Says Monogram Makes High Budget Films to Supply Exhibitor Demand

Exhibitors who are talking (in a manner not too complimentary) about smaller companies tha tare making elaborate, costly pictures to the exclusion of bread-and-butter modest budget films, must be referring to somebody other than Monogram, Steve Broidy, president told an STR reporter in New York last weekend. Monogram's production policy, Broidy said, is conditioned for the company by its exhibitor accounts, and he declared that it is a fundamental of the industry that a smaller company must operate on that basis in order to stay in business.

Broidy declares that it was the demand of a majority of Monogram's exhibitor customers that started the company on its entry into the field of higher-budgeted productions. "The exhibitors we do business with ask us for pictures of bigger show values and it is in response to them that Monogram has understaken such ambitious productions as 'Suspense'."

The latter picture is said to be costing a million dollars to complete and is being made by the King Brothers, producers of "Dillinger." Monogram plans a strong exploitation campaign for "Suspense," having announced that $91,802 already has been allotted to cover commitments for advertising in various consumer mediums.

"The bigger budget pictures we are making and those we plan for the near future," Broidy said, "are in addition to our so-called 'bread-and-butter' films and do not supplant efforts in that department of film making with respect either to our talent and manpower nor our finances." He pointed out that Monogram is continuing to make and is delivering on schedule, its five series of "family pictures." These are the "Charlie Chan," "Cisco Kid," "Bowery Boys" "Teen Age" and "Shadow" pictures—which Broidy declared are played by every circuit in the U. S. In this latter reference, Broidy said that not all circuits play all pictures in each of the five groups, but that every circuit plays one or more of at least one of the "Family series" films. In addition to these pictures, Monogram produces two or three "exploitation pictures" a year. Broidy said that the current Monogram exploitation picture, "Black Market Babies" is bettering figures run up by the sensational "Dillinger" picture released last season.

The Monogram president insists that his company will have to grow a great deal richer than it is before Monogram can set production policies entirely on its own and without very definite control by the exhibitors who buy the pictures. "It's all right for a company with tremendous financial resources to go ahead making pictures that cost lots of money on the theory that the pictures will be successful," he says. "That kind of company can afford to be wrong now and then, because there are other big pictures to pay out and offset losses sustained on a few of the many such films made. Monogram, however, is forced to watch every single penny invested in production, and we take our cue from the exhibitors to whom we are going to offer the picture when it is completed. That doesn't mean we can't and won't make a mistake, but the chances of doing so are lessened, I think everybody will agree, and we definitely cannot get far out of line with what the exhibitors want from us under such conditions."

Steve Broidy, who took over the reins as president recently and has long been associated with Monogram's high command, was feted in Boston, his home town and scene of his entry into the industry as an independent distributor, at a testimonial dinner Tuesday night. His company's sales organization is now conducting a "Steve Broidy Testimonial Drive," which was started Feb. 1.

Lost Articles Useful

The Capitol Theatre is contributing approximately 250 pounds of unclaimed pieces of wearing apparel from the Lost and Found Department to the Victory Clothing Collection for Overseas Relief. The articles include men's, women's and children's woolen sweaters, scarfs and gloves. At the Capitol it is the policy, if no identification is found, to keep lost articles for ninety days and then turn them over to relief organizations.

Autry Returns to Republic; To Make Four During Year

Gene Autry, whose career as a singing cowboy star was interrupted by the war, will return to the screen under a new contract signed this week with Republic which calls for four productions to be turned out between now and March 1, 1947.

The Autry pictures are scheduled to be high-budget musical westerns, the first of the group to go into production within two months. In order to keep his present rodeo and radio commitments Autry's agreement allows him sufficient time from the studio between films so that no postponements will be necessary.

Bessey Presiding at Altec Seattle Regional Meetings

H. M. Bessey, vice-president of Altec Service Corp., is presiding at the first of a series of regional conferences of Altec district managers and supervisory personnel which opened at the Olympic Hotel, Seattle, Thursday and will conclude Saturday. The district personnel from Seattle and Los Angeles are participating in the meeting.

Showmanship Theme of MGM Meets

Emphasis on Work at Intensive 'Refresher' Gatherings of Field Corps



MGM sales and exploitation men last week concluded the third of a trio of meetings in New York City during which members of the organization were brought to the home office for visits and conclaves designed to give full details of the company's expanded policy of cooperation with theatres in exploiting MGM films. Immediately above, a salesman rises to pose a question at one of the business sessions, which were addressed by top MGM home office and sales executives under the general command of W. F. Rodgers.



William F. Rodgers
General Sales Manager



E. K. O'Shea
Eastern Manager



H. M. Richey
Exhibitor Relations



Si Seadler
Advertising



John Flynn
Midwestern Manager



Bill Ferguson
Exploitation



E. M. Saunders, assistant general sales manager, explains home office procedure.



Howard Dietz, advertising, exploitation and publicity chief, plays host to the men.



Charles K. Stern, assistant treasurer of Loew's receives MGM men in his office.









It was serious business from morning until late evening on each day of the sessions for MGM field men visiting New York. They attended daily business sessions; visited home office executives in their offices; saw how News of the Day newsreels are recorded (upper extreme left) visited Donahue and Coe advertising agency to see how advertising material is prepared (lower extreme left and above left); attended shows at Loew's Theatres, right, above.

THEATRE MANAGEMENT

Hawaii 'Youth' Policy May Answer Problem

An innovation in theatre operation that may be one of the answers to criticism regarding the story content of films shown to children has been established by Albert Galston of the Hawaii Theatre in Hollywood through the inauguration of a special 16-mm. film show for youngsters up to 12 years of age who see the performance in a newly arranged balcony theatre, within the main theatre itself, while the parents are enjoying more sophisticated film entertainment on the main floor.

The idea for the new policy was originated locally by John Dumbrille who, finding Galston enthusiastically receptive, then won the approval of the Parent-Teachers Association and the Board of Education.

Arrangements were made to feature "Jeep Herders," an all color production, supplemented by suitable shorts. Pat Michaels, star of "Jeep Herders," was secured for a personal appearance. Michaels, wounded six times during the war, was idolized by the children.

Both adult and kid's shows are timed so that "breaks" occur simultaneously. Showings are given regularly Friday nights and Saturday afternoons.

Tri-States Setting Up School for Veterans

A training school for veterans of World War II which will afford the students financial assistance while training for qualified positions in the industry, is being set up by Tri-States Theatres Corp., Des Moines, under the GI Bill of Rights. The Iowa State Department of Public Instruction has already approved the school under the Veterans' Administration Program.

Under the contemplated setup, students will be trained for one year in such phases of theatre operation as personnel, advertising, buying, booking, projection, programs, accounting and maintenance, both in the classroom and in the theatre under qualified company personnel.

Former employes of Tri-States who served in the war will be also eligible for the training.

Hold Staff Meetings

Regular staff meetings will improve service in any theatre. Some executives hold these meetings weekly, some semi-monthly. Suit the intervals to the individual situation, but by all means hold the meetings!

Sticker Avoids Stick-up

To combat the current wave of theatre burglaries and hold-ups, H. J. Cleary, chief accountant of Loew's Theatres, has supplied the circuit's houses with quantities of small stickers, boldly imprinted in red, to be pasted on doors of theatre safes and on the inside of office doors. The stickers are potent reminders and read, respectively: "Is your SAFE locked?" and "Is your DOOR locked?" Simple but potently effective.



The Brass Tacks of Efficient Picture Theatre Management

SERVE THEM AND THEY'LL SERVE YOU

By Jack Jackson

Whether the theatreman operates in a big city or a small town, his opportunities are limitless for public relations work of the kind that insures him a bulwark of goodwill to serve him when there are threats of unfair taxation or discriminatory regulation. That is the contention (and there is marshalled impressive evidence to support the claim) in this stimulating and idea-provoking article in a continuing series written exclusively for this publication by one of the film industry's outstanding theatremen. Here's food for thought as well as practical suggestion.

I've been focusing the high-intensity spotlight on Public Relations so relentlessly for the past couple of weeks, that I am a trifle hesitant about taking you for another ride in my cry-buggy to show you the glaring signals of "trouble a'brewing."

These signs are as plain as Durante's proboscis. Even a casual glance through the columns of the daily press and periodical trade publications will convince you that my "wolf" cry is not only justified but deserves four-alarm rating. Theatremen, for entirely too long, have been content to be known as "good fellows" and have not extended themselves to strengthen acquaintances into friendships and cement the friendships into binding mutual affections. Now the time is at hand when the activities we have indulged in passively under the headings of contacts, good will, etc., etc., must be merged into a conglomerate whole that can be broadened and multiplied into a satisfactory Public Relations department. Remember, it's not enough just to do a good deed. You have to make a lot of noise about it and let everybody know—in every possible way—that you and your theatre figured prominently in the "this and that" of the progress or development of your community and its institutions.

You have to get away from that old "hide your light under a bucket" idea, because modern public relations consist of: FIRST, doing a good job; SECOND, telling everybody about it.

If you happen to be one of those hard-to-convince guys who feel that the old system is good enough for you and that your "good fellow" raincoat will keep you dry when the gale starts blowing, let me give you just two facts about how the really great and imposing American institutions feel about healthy and adequate Public Relations.

Public Relations Activities Found Most Important

Uncle Sam used a public relations corps of 48,000 men from the Army and Navy alone to "sell" his war activities to a people whose very lives and homes depended on the outcome. The railroads bought themselves back into public favor after years of disrepute with a million-dollar-a-year institutional advertising campaign that made the public conscious of the great public service strides being made in improved equipment, safety signals, etc. General Motors, American Tel and Tel, the American Red Cross and literally thousands of other tremendous organizations are finding Public Relations one of the most important of their activities.

If you happen to be in doubt as to what you may have done that merits a little self back-patting just take a peek in your memory book at what the Texas Company did a few years ago when they had everybody squirming and wriggling for miles looking for the filling stations with the red (Texaco) star in order to be assured of nice clean toilets.

Just in case the above facts fail to make you conscious of the vital necessity of leak-proof public relations, let me cite a few instances where theatre owners have profited by holding the key to the affections of the people of their vicinity. (Names are withheld for obvious reasons but the incidents related are true in every detail.)

Some years ago a now prominent theatre operator had over-extended himself and

(*Continued on Page* 18)

The Brass Tacks of Efficient Management: Serve Them and They'll Serve You

(*Continued from Page* 17)

found it necessary to accept partnership with a bigger and more financially sound company. As time passed the big fellow started making it a little tougher and tougher each month and finally determined on forcing the partnership into receivership in full confidence that his company would get the court appointment to supervise the theatres founded and nursed to popularity by their little partner. The little fellow told his troubles to his stockholders and they in turn passed the information and their recommendations to men of high judicial connections who also knew the little fellow as a fine and outstanding specimen of local citizenship. When the big fellow exposed his cards he found the deck stacked against his usurious maneuver and was flatly told, by authority he could not question, that if he went further with his plans they would name the little man to the supervisory post. That partnership still stands in its original status and it is one of the most successful in the industry. But the only thing the little fellow can thank for his "near miss" from being left out in the cold is GOOD PUBLIC RELATIONS.

Having No Government Trouble

Now let me tell you another from the other side of the tracks. One of the larger chain operators practically controlled a city where a few small theatres still struggled against the almost insurmountable opposition. Instances were frequent where the little chaps badly needed certain pictures—to play on the days when they had a chance to make best profits—where all available prints were scheduled for use in theatres in other towns belonging to the big chain. The big man heard of their dilemma and instructed his booking department to, wherever possible, change the out-of-town programs so that the desired films could be released to the little fellows. This kind of treatment eventually brought the smaller men to the conclusion that cooperation with the chain was far more to be desired—and promised happier conditions—than opposition with the result that fine, new theatres now grace the sites of the old "dumps" and the little fellows are full-fledged partners in enterprises of which they and their communities are justly proud. This big chain is having no Government trouble and is threatened with none because of GOOD PUBLIC RELATIONS.

You're going to need public relations of the highest order to combat and defeat—or at least get a good truce out of those before-mentioned things that threaten in 1946. To those listed in previous articles I'd like to add a couple that are just getting into stride in public print, the reduced Federal tax bill recently "hoppered" in Congress together with the well-laid plans of municipalities to levy on admissions and the published intention of Standard Brands to deliver home entertainment on a national scale to the druggists and grocers they serve.

Let me say right here that all of the tax and competitive effort being contemplated is not the outgrowth of malice. A goodly portion is just considered good business by the commercial firms, and the men responsible for the tax planning are—to a great extent—unconscious of the harm it will do your business and the burden it will place on your customers. And, that's where (if your public relations horse is well trained and in good condition) you can show a clean pair of heels to the pursuers who would deplete your bankroll and ride home to new glory and added revenue.

If the grocers and druggists have been properly inoculated with your GOOD PUBLIC RELATIONS they will tell the Standard Brands representative about your theatre and suggest that the shows be exhibited on your premises during off-theatre hours. They'll be selling the efficiency of your equipment and the comforts of your theatre. After all—if you've done a good job—you're their pal and they don't want to hurt you. So-o-o, you find yourself being paid for the use of your premises during a period when they would be idle and basking in the always desirable position of giving the folks a free show to say nothing about the opportunity to display the trailers on your coming attractions.

Will Oppose the Ordinance

If the folks are made aware of what it means to each family's pocketbook to defeat any discriminatory tax measure directed against the theatre and not other business, they will militantly oppose the ordinance or whatever form in which the tax is presented at the polls. And (again, if you've done a good job) if municipal heads are made aware of the fact that your business and its customers absorbed the excessive Federal 20 percent tax as a wartime duty, and with the same spirit with which you and your patrons bought war bonds and stamps, they'll be hesitant about laying the town's budget deficit on your doorstep and find fairer means of raising the needed revenue.

In your own files and in your own memory you have every possible kind of ammunition with which to slay the hordes that threaten your continued success and profits. But, you have to do something to ready your attack—to soften the opposition walls against which you will have to direct your fire and GOOD PUBLIC RELATIONS is a super-softener.

One more example of what GOOD PUBLIC RELATIONS can do and how important that branch of modern business has become and I'll quit harping on the subject.

Everybody remembers the extremely bad public reaction to the published reports of Standard Oil's embarrassing cartels with the German controlled I.G. Farbenindustrie. For a while it looked as though the American public would avoid Standard Oil merchandise as though it were labeled with the familiar skull and cross bones. The company regained public favor quickly by calling its salesmen off the road and training them as public speakers familiar with all details of the company's foreign connections. These salesmen took Standard's story to service clubs, women's clubs and other appropriate groups and succeeded not only in covering the smear but reversing public opinion by laying stress on the excellent war job the company was doing.

I said I'd quit after that but a letter just laid on my desk serves as such an excellent illustration of what theatre men can do to endear themselves to the people of a community that emulation is recommended to every theatre manager everywhere.

Cahalan Cited for Activities

The letter comes from F. J. Cahalan who manages the Magnet Theatre in Claremont, N. H. The town is pretty tiny (the only Atlas I have at hand gives it a population of 12,144) yet Cahalan has done a public relations job that is certain to take top prize among the many big and little theatre operators of my acquaintance. Briefly he holds the following honored civic posts and has engaged in and excelled at the following civic activities:

Chairman, Claremont Red Cross Disaster Relief and Civilian War Aid.

Chairman, American Red Cross Blood Donors (and he made five personal donations to the blood plasma bank.)

Chairman, Public Service, Office of Price Administration.

Director, Claremont Chamber of Commerce.

Member, New Hampshire Legislation 1945-46, Rehabilitation Committee.

Member, Hospital Advisory Board.

Chairman and sponsor for funds for War Veterans Memorial Home.

Chairman and sponsor raising funds for Xmas presents to service folks.

Sponsor of movement to get New Hampshire National Guard home after 3 years overseas service.

Conducting personal correspondence with servicemen and leading participant in War Loan Drives.

Now, Mr. Reader of this article, is there any one of the above posts that were not available for you or that you can't successfully fill? You tell me who you think is the MR. BIG of Claremont and what chance there would be of anybody or any group doing anything that would hurt the theatres Mr. Cahalan manages? And the reason: GOOD PUBLIC RELATIONS. Just take this guy Cahalan as a model and see how closely you can come to hitting his stride.



FROM GROUND UP. John Stembler, Jr. and Frederick Storey, ex-servicemen, who are joining the Georgia Theatres Co. to "learn the theatre business from the ground up," according to William K. Jenkins, president.

Two Ex-Servicemen Join L&J Theatres

Two ex-servicemen last week started to learn the theatre business from the ground up as members of the Georgia Theatres Company. The association of John Stembler, Jr., and Frederick Storey with the circuit came in an announcement by William K. Jenkins, president.

"The boys are coming into the business to learn it from the ground up," said Jenkins. "They will have no titles until they earn them. They will start by learning how to keep a theatre clean, advancing from there."

Stembler, son-in-law of Jenkins and a former United States district attorney at Miami, held the rank of lieutenant colonel during the war. Storey, until recently a combat commander in the Navy, is the son-in-law of the late Arthur Lucas, co-founder with Jenkins of Lucas & Jenkins Theatres, which later became the Georgia Theatre Company. Operating the Fox, Paramount, Capitol and Roxy in Atlanta, the firm has local community circuits and is affiliated with theatres in nearly every Georgia community.

Following the appointments of Stembler and Storey, Jenkins also announced the promotion of Newman (Moon) Corker, former city manager at Gainesville and Athens, to Athens district manager. Corker's headquarters will be in Athens, where he will supervise theatre operations in that city and at Gainesville, Buford and Elberton.

Maintain a Record of All Lost and Found Articles

An easily obtainable note book to record lost and found articles should be kept in every theatre .Devote one page for each day that articles are reported lost or found in the theatre and include a general description of the articles referred to.

When a patron reports a loss, first aid in the search for it in the vicinity of the seat held by the patron. If this is not successful, record the description under the appropriate date, with the patron's name, address and telephone number so that he may be informed if the article subsequently turns up.

Also record a description of found articles on the page devoted to the day the article was found. This is an added service and will be much appreciated by patrons.

Watch for Corrosion

Ladders to and on the theatre roof are subject to corrosion and should be given a coat of lead paint at least once yearly.

Advisory Board Heads Beacon 'Matinee Club'

Many educational organization leaders of New York City have been appointed to the Advisory Board of the Beacon Theatre's "Children's Saturday Matinee Club" which made its New York Cty debut at that theatre.

Included on the Board are: Mrs. Marie Hamilton, Director, Schools Motion Picture Committee; Mrs. Esther Spyer, Chairman, Motion Picture Committee, United Parents Assn.; Mrs. Hilda Oseas, Asst., Principal, P. S. 186, Manhattan; Mrs. Eileen Doolan, International Federation of Catholic Alumnae; Mrs. Elizabeth Flower, Protestant Council, and Mrs. Kathleen Bernath, Child Study Association of America.

This group meets monthly to decide programs and evaluate films that are shown in preceding weeks. A nurse and special matrons are in attendance to oversee the junior patrons at three performances which are held each Saturday at 10:45, 1:00 and 3:15. Adults are admitted only if accompanied by a child.

Featured in the opening program were two Technicolor featurettes, five Technicolor cartoons, and a stage attraction presenting trained dogs. A clown named "Happy" greeted all children as they entered the theatre.



SUPER SALESMEN. G. Farris Squibb, right, manager of the J. G. Long Circuit's Dixie and Gem Theatres, Coleman, Texas, shown with E. R. Griffith, County Clothing Chairman, on the steps of the Dixie Theatre where part of a huge collection of wearing apparel may be seen. Clothing was collected at a special children's morning matinee performance in cooperation with the Victory Clothing Collection for Overseas Relief.

Clothing Collection Cooperation Results in Top Institutional Buildup for Squibb's Dixie

Donating the facilities of a theatre to a civic function has long been held one of the best ways to institutionalize the theatre, to aid in making it the center of activity of the community. By recognizing the value of this kind of promotion, Manager G. Farris Squibb of the J. G. Long Circuit's Dixie and Gem theaters in Coleman, Texas, placed the Dixie squarely in the eyes of every Coleman resident and at the same time was instrumental in obtaining a large quantity of clothing for the Victory Clothing Collection for Overseas Relief in the national campaign just concluded.

By arrangement with County Clothing Chairman E. R. Bill Griffith, Squibb arranged to make the Dixie the center of the juvenile collectors' activities by setting up a free Saturday morning cartoon and comedy show for youngsters, with admission to be given only on receipt of two wearable pieces of clothing of any size or description. He was nearly overwhelmed on the morning of the show when the youngsters appeared in droves an hour before the opening, their arms loaded with wearing apparel for the drive.

Plans for the campaign were arranged several weeks in advance with the first full-page newspaper advertising breaking two weeks in advance in both dailies and duplicated one week in advance. All costs of the advertising were borne by merchants whose names were listed in small type at the bottom of the ad.

The newspapers were also generous, providing publicity on the drive's progress from time to time and carrying short news stories on front pages the day before the matinee performance.

In addition to donating the theatre's facilities Squibb prepared thousands of boldly printed throwaways, the top half of which advertised regular attraction, playdates and prices. Every home in the entire city was reached by these handbills.



DRIVE RESULTS. This huge pile of wearing apparel was collected by G. Farris Squibb, manager of the J. G. Long Circuit's Dixie and Gem Theatres, Coleman, Texas, at the Dixie Theatre's special matinee show for children at which two articles of clothing were the admission price. Theatre facilities were donated in cooperation with the Victory Clothing Collection for Overseas Relief.

2,186 dates–with recor

have now established

one of the top gros

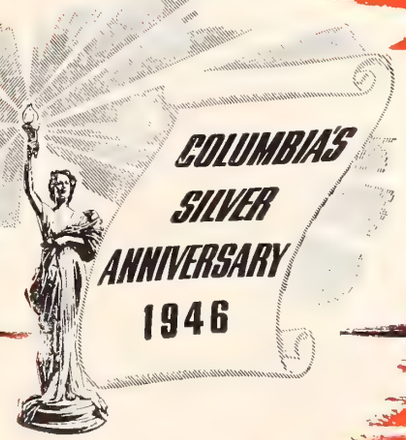
in distribution.

If you haven't played KISS and TELL,
we suggest you check results with
theatres that have already played it.

l after record broken-

Kiss and Tell as

sers of all pictures



THE BOX OFFICE SLANT

Sentimental Journey

20th Century-Fox Drama 94 mins.

AUDIENCE SLANT: (Family) Depending upon susceptibility to sentiment this is a one- to four-handkerchief picture. The femmes are sure to enjoy it and its down-to-earth sentimentality will have appeal for all but the toughest males. Children probably will not appreciate its charm.

BOX-OFFICE SLANT: Marquee names guarantee this a fair chance and it probably will develop into a good box-office bet when feminine word-of-mouth publicity has had an opportunity to circulate.

Cast: John Payne, Maureen O'Hara, William Bendix, Sir Cedric Hardwicke, Glenn Langan, Mischa Auer, Connie Marshall, Kurt Krueger, Trudy Marshall, Ruth Nelson, Dorothy Adams, Mary Gordon, Lillian Bronson, Olive Blakeney, James Flavin, William Haade, Mary Field, Byron Foulger, George E. Stone, John Davidson. **Credits:** Directed by Walter Lang. Produced by Walter Morosco. Screenplay by Samuel Hoffenstein and Elizabeth Reinhardt. Based on a story by Nelia Gardner White. Photography, Norbert Brodine.

Plot: Knowing she is about to die, a young actress decides to adopt a little girl in order to leave behind someone who can take care of the husband who needs her so much. Child and husband do not understand each other as well as the wife expected, but after her death it is the child who helps the stricken man find himself.

Comment: While this is an exceptionally well produced and directed picturization of a highly imaginative story, it requires a little better than normal audience intelligence to completely appreciate it. The outstanding performances of Maureen O'Hara, John Payne, William Bendix and particularly of newcomer Connie Marshall keep the screenplay within the bounds of audience acceptability and prevent the film from becoming completely unbelievable. Although occasionally slow moving, "Sentimental Journey" is for the most part a fine picturization of a theme that Director Walter Lang has handled with sympathy and understanding. Its highly emotional moments of deep sympathy for Payne, bereft of the wife he had loved deeply for five years, are well established. His dullness and lack of reaction to his friends and surroundings and to Connie's efforts to snap him out of his lethargy necessarily move slowly, but they serve a definite purpose in establishing Payne's character and his reasons for not understanding the ratiocinations of the sensitive, fable-ridden child. William Bendix is capable in an important supporting role, and other good performances are turned in by Sir Cedric Hardwicke, Mischa Auer, Kurt Kruger and Trudy Marshall. While "Sentimental Journey" may not be readily comprehended and enjoyed by average audiences, no one will fail to appreciate the fine acting of the principals or the unusual talents of Connie Marshall, a youngster who has none of the objectionable characteristics of the average screen juvenile. Marquee names should guarantee the film a fair chance, and it will probably develop into a good box-office bet when feminine word-of-mouth publicity has had a chance to circulate.

Bad Bascomb

MGM Western 110 mins.

AUDIENCE SLANT: (Family) The fans of Wallace Beery and Margaret O'Brien will be more than delighted with the teaming of these two in a film that should please all types of audiences.

BOX-OFFICE SLANT: With its marquee names and wide audience appeal this should do good business in most communities.

Cast: Wallace Beery, Margaret O'Brien, Marjorie Main, J. Carrol Naish, Frances Rafferty, Marshall Thompson, Russell Simpson, Warner Anderson, Donald Curtis, Connie Gilchrist, Sara Haden, Renie Riano, Jane Green, Henry O'Neill, Frank Darien. **Credits:** Directed by S. Sylvan Simon. Produced by Orville O. Dull. Screenplay by William Lipman and Grant Garrett from an original story by D. A. Loxley. Photography, Charles Schoenbaum.

Plot: Following a frustrated raid on a small town bank Wallace Beery (Bad Bascomb), J. Carrol Naish, a renegade white man and Marshall Thompson, a young and reluctant member of the Bascomb gang, in the guise of converts join a Mormon caravan trekking to Utah. They are accepted at face value and then plan to steal the caravan's gold, earmarked for the building of a hospital at the caravan's destination. The charm of little Margaret O'Brien softens Beery who shoots Naish when he attempts to escape with the gold. Naish and a band of Indians attempt to raid the wagon train which is saved by Beery and the soldiers of a nearby military post. Federal officers accompanying the soldiers identify Beery, who is permitted to tell the Mormons that he is leaving on important business. Thompson reforms and marries Frances Rafferty.

Comment: Beery does one of his better acting jobs in this as the notorious outlaw Zeb Bascomb, who is alternately hard as nails and soft as mush, particularly concerning young Miss Margaret O'Brien. The youngster has gained considerably in acting ability, portraying a mischievous, lovable brat who wraps Beery around her little finger in most convincing style. The film has been given the utmost in production values, although most of the action takes place on location. Sylvan Simon's directorial efforts leave little to be desired despite the slow pace of the early sequences. J. Carrol Naish does a standout portrayal as a vicious renegade white man, brought up from childhood by Indians and whose character has been invested with all that is bad and nothing that possibly could be interpreted as good. Marjorie Main, in an unimportant role, and Frances Rafferty and Marshall Thompson, who provide a minor love interest, are capable in their assignment. All minor parts are well cast. The action picks up pace after a slow start and provides moments of high excitement during the Indian raid and flashes of approaching cavalry hurrying to the inevitable rescue. The film becomes a little trite here, but the action fans will love it.

Legion of Decency Ratings

(For Week Ending Feb. 9, 1946)

SUITABLE FOR GENERAL PATRONAGE

Days of Buffalo Bill — Romance of the West — Junior Prom

SUITABLE FOR ADULTS ONLY

Sentimental Journey — Crime of the Century
They Made Me a Killer — Well Groomed Bride
Blue Dahlia — Live Wires

OBJECTIONABLE IN PART

Sailor Takes a Wife — Mask of Diijon — Face of Marble

Coming Next Week—
STR INDEX FOR 1945

I Love a Bandleader

Columbia Musical 70 mins.

AUDIENCE SLANT: (Family) A lighthearted musical comedy that keeps plot and acting in the background, with emphasis on music and fast tempo.

BOX-OFFICE SLANT: Good name values in Rochester and Phil Harris, who both established popularity on Jack Benny radio program. Well known songs in picture will help word-of-mouth campaign, too.

Cast: Phil Harris, Eddie "Rochester" Anderson, Leslie Brooks, Walter Catlett, Frank Sully, James Burke, The Four Vs. **Credits:** Produced by Michel Kraike. Directed by Del Lord. Screenplay by Paul Yawitz from a story by John Gray. Photography, Frank Planer.

Plot: A painter accidentally falls, losing his memory. In the course of his spell of amnesia, he acquires a doctor who helps him get a bandleading job in an effort to determine his true identity, a girl friend who uses him at first to climb the ladder to singing success, and a bodyguard who really knows who he is. The bodyguard hits him on the head again to restore him to reality.

Comment: This picture reveals more than the ordinary share of entertainment for its budget possibilities. The songs are pre-sold, having been juke-box and record favorites before the picture was released. Good, Good, Good, as well as Harris' perennial ditty, That's What I Like About the South, and Look at That, well sung by the Four Vs, are top-notch tunes. Harris and Rochester work well, garnering plenty of laughs. Plot construction is weak, but the film covers that deficiency handily by throwing in plenty of musical numbers and keeping the tempo fast. Miss Brooks screens well, but is too wooden in her portrayal. Producer Michel Kraike deserves a bow.

The Hoodlum Saint

MGM Drama 93 mins.

AUDIENCE SLANT: (Adult) A timely tale of a returned soldier that carries a message of faith. Good entertainment for those who enjoy William Powell and James Gleason and like to look at Esther Williams.

BOX OFFICE SLANT: The box-office value of the names makes this a sure-fire offering for any situation.

Cast: William Powell, Esther Williams, Angela Lansbury, James Gleason, Lewis Stone, "Rags" Ragland, Frank McHugh, Slim Summerville, Roman Bohnen, Charles Arnt, Louis Jean Heydt, Charles Trowbridge, Henry O'Neill, William "Bill" Phillips, Matt Moore, Trevor Bardette, Addison Richards, Tom Dugan, Emma Dunn, Mary Gordon, Ernest Anderson, Charles D. Brown. **Credits:** Directed by Norman Taurog. Original screenplay by Frank Wead and James Hill. Photography, Ray June. Produced by Cliff Reid.

Plot: A returned veteran of World War I finds it difficult to get a job. Failing to get his old newspaper job, he gets a position through gaining false admission to a society wedding where he meets the right people. From then on he climbs high in the financial world, but never forgetting his unfortunate pals. In desperation he uses the patron Saint Dismas to keep the men out of trouble, and their belief in the Saint's help eventually helps him when he is down-and-out.

Comment: The William Powell name, always a draw, plus the added popularity of Esther Williams since the release of "Thrill of a Romance," make this film a sure-bet offering for any situation. And the picture would have lived up to the expectations of

(*Continued on Page 28*)

No Headlines—

No Copy—



Will score at the boxoffice
—The Exhibitor

Gets all the entertainment on the screen
—Hollywood Reporter

A grand package of entertainment
—MP Daily

Spells boxoffice in big block letters
—Daily Variety

Will have a large appeal
—L. A. Times

A showman's delight
—Boxoffice

Big profits should prove the rule
—Film Daily

A triumph
—MP Herald

Nothin' but Praise . . .

for—

Golden Pictures presents

"BREAKFAST in HOLLYWOOD"

starring

TOM BRENEMAN • BONITA GRANVILLE

Beulah Bondi • Edward Ryan • Raymond Walburn

Billie Burke • Zasu Pitts and Hedda Hopper

plus ANDY RUSSELL

Spike Jones and His City Slickers • King Cole Trio

Produced by ROBERT S. GOLDEN

Directed by Harold Schuster • Original Story and Screenplay by Earl W. Baldwin

—from UA!

SELLING THE PICTURE



STARS AND THE STAR. Glamor gave a lift to the Kansas City opening of Jules Levey's "Abilene Town" at the Midland Theatre with the presence of two of the film's stars. Enjoying themselves in this group, left to right, are Randolph Scott, Pat Stillman (Mrs. Scott), W. E. Truog, U.A. branch manager in Kansas City, Rhonda Fleming and "Doc" Hartley, motion picture critic of the Kansas City Star.

Opening Doors, Standing Aside Outmoded, Says Ferguson; Sees Return of Showmanship

Predicting a return to "old fashioned showmanship" which, he said, would be inevitable "as soon as the boom fades out," W. R. Ferguson, MGM director of exploitation, addressing the concluding session of 32 salesmen and exploiteers from the west and south last Friday, warned that "the attitude of the theatre owner to just open his doors and stand aside is outmoded."

"Getting over a campaign means rolling up your sleeves and getting down to work," said Ferguson. "Showmanship depends on the least number of blanks you shoot when every shot counts. The exhibitor must fight for every poster location and there should be a change of pace in his activities to keep alive. He should change the size and position of his posters to attract attention. Even the color of his lights should be changed frequently. He should increase his advertising space and he should be active in local community affairs. The war proved that, for many theatre owners who participated in various activities were known for what they did."

Ferguson pointed out that the re-population of small communities will re-vitalize the neighborhood and suburban theatres, thus putting many closed theatres back in business. It will be up to every salesman and exploiteer, he said, to help the theatre secure the maximum share of patronage which drifted downtown and out of town with the population shift during the "easy money" days.

"It's essential to keep showmanship a living, breathing thing," he said. "The bigger the picture the bigger the campaign has been an accepted rule of long standing. However, many a sleeper has proved profitable for all when some new angle of promotion has been ferreted out and promoted to the hilt. So keep up in front thinking and planning all the time. Don't overlook anything that has the essence of a good idea, for the small things can be as effective as the big ones, if handled properly."

During Friday's session, Ferguson announced that he will award special prizes for the 12 best promotional ideas submitted each month by MGM salesmen.



SALES APPEAL. This exceptionally attractive window display was set by Shea's Buffalo Theatre coincident with the showing of Warner's "My Reputation." Basis of the tieup was a play on the title with the display card in the window reading, "My reputation for Hats Is Tops!"

Blumenstock Sets Up New Exploitation Unit at Studio

Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity, has set up a new exploitation unit at the studio, under studio publicity director Alex Evelove, to handle exploitation, radio and special events. Ben Cohn, member of the Warner publicity department in New York and Hollywood for the past seven years, heads the new department. He will be assisted by Maury Melford, former Chicago publicity man. Frank Phillips, ex-magazine editor and publicity man, takes over Cohn's former duties.

Dailies 'Taken Over' For Theatre Opening

The amazing total of 12 full-page cooperative ads, eight feature stories, more than a dozen photographs, two full pictorial pages, and one editorial, in two daily newspapers, publicized and highlighted the grand opening of the Ritz Theatre, Belleville, Ill., operated by Wesley, Frank and Tom Bloomer.

The Bloomer management concentrated their efforts on everything and everyone in Belleville, and the culmination of their work was undeniably successful. Figuratively speaking, the town's two dailies were "taken over" lock, stock and barrel, with the splendiferous display of newsprint and pictures.

Feature stories "placed" by the management pointed out the comfortable, modern-designed features of the Ritz, with photos supporting every claim. Publicity releases exploited the opening-night feature in a dozen forms, high-spot of which was a life-time pass tendered to the baby born at a certain hour during the opening. One of the papers ran an editorial which praised the theatre as a "progressive business" and an excellent civic achievement.

Practically every merchant in the city paid personal tribute to the house and its organization in a score of cooperative ads which took up half the news space of the papers.

Reputation Sale Tieup Highlights Evansville 'Reputation' Campaign

Spotlighting the long-established reputation of the concern, a Merchandise Reputation Sale was held by the Muir Drug Store, Evansville, Ind., in connection with the opening of Warners' "My Reputation" at the Grand Theatre. Ten thousand heralds, with film and playdate information as well as notice of the sale, were distributed in the cooperative campaign.

In another tieup with De Jong's Ladies Shop the picture received a boost through a display of spring styles by "Designers of Reputation." Embodying a play on the word "reputation," teaser ads were employed in both local newspapers several days in advance of the opening.



BALLYHOO. This colorful and very audible sound truck toured New York City during the Loew theatre circuit's showing of "The Last Chance." The Loew circuit used every publicity medium available to plug what they considered to be one of the season's best films. Film opened at the Criterion and truck's dateline was changed later for circuit showing.



J. L. & M. Lee Terror History in Warners' coming Super-Mystery!

Fine Campaigns Marking Opening Of 'Snafu' in Two Communities

A world premiere at Bay City, Mich., and another opening at Fall River, Mass., of Columbia's "Snafu," brought to the fore two minutely planned and efficiently executed exploitation campaigns in these two small cities which should very easily have many a big city competitor looking to his laurels.

Ed Johnson, manager of the Washington in Bay City, had the town literally covered with "Snafu"—the picture title of course, not the army version—long before the opening day arrived. Virtually every store in town cooperated by devoting at least one window to the opening, one going so far as to congratulate Johnson on playing the film. All in all, there were sixteen windows employed in shops and one display in the city's hotel. Among those cooperating were the Ee and Be Dress Shop, which led the aggregation with three full windows, J. C. Penny, Knepp Store, Tabors, Washington Cafe, Oppenheims, Center Cafe, Secers, May Store, Cooks, and the following restaurants: McIntyres, McDonalds, Republic, L & M Imperial, and Kresage. The hotel display was set in the Winona Hotel.

Johnson worked two versions of the street bally idea, either one of which would have been worthy of note: together they were more than slightly terrific. The first consisted of placing 25 giant squash, each in itself large enough to cause comment by any passerby, in strategic points throughout the city. In the squash, placed at a rakish angle, were signs heralding the advent of the film at the Washington. According to reports it was one of the biggest eye-catchers the city has ever seen.

Long Line Follows Girls

The other street attraction was more mobile and created even more attention. Five of Bay City's most attractive young ladies were selected, each given a card that was printed on both sides. When they stood in the proper order, one side of their cards read "Snafu" and the other read "world premiere starting Washington theatre, Sunday." Johnson reports that the girls, who paraded through the city's streets, had a long line following them just to read the signs.

Opening night at the theatre was strictly a la Hollywood. Kleig lights, infrequent visitors to Bay City, announced that the town was having a premiere and the citizenry turned out en masse to watch the festivities. Forty-by-sixty blowups decorated the front, and a flasher overhead sign told all in sight that this was the world premiere of the picture. Johnson had kept his patrons well informed of the opening by announcing it in advance on his marquee, and for the opening night had a specially built front set in place. Flags decorated the theatre front and street, and one-sheets were well displayed throughout the lobby.

By refusing to admit that small cities won't go for splash campaigns, Johnson has proved once again that showmanship and hard work will help sell the picture in any sort of situation.

For the other "Snafu" opening, Ray Allard, manager of the Center Theatre, Fall River, Mass., decorated the front of his house with a 30x40 in color, representing five theatre doors, each carrying a different letter of the title. The front was prepared almost a week in advance of the opening and placed on the sidewalk in front of the house. In addition, he arranged to have two-foot high cut-out letters spelling the title of the film placed on top of the marquee, thus gathering more attention for his attraction.

Windows were plentiful for the opening, with the vote for the most attractive going to Adaskins Department Store, which displayed a complete living room, and the admonition "if your living room is all snafu, shop at Adaskins." Other shops which contributed full windows to the opening, each with complete theatre and playdate credits, were: Victory Sweater Shop, Terminal Bakery, Arthur's Radio Shop, Wilbur's Dress Shop, Sport's Center, and Talbot's Dress Shop.

For a radio contest, Allard picked one of the most popular shows heard in the city, "Name the Band," and tied in with WSAR. Passes were given to winners and the idea was to name the song and band after a previously announced selection was switched to another song and orchestra during the playing.

An interview with George Abbott and the children who had appeared in the original Broadway cast of "Snafu" was set in the Herald-News, and plentiful credit went to the theatre and playdate.

'Too Young to Know' Title Tied in With Dimes Drive

Tie-ups with a picture title and a local drive are not too uncommon but Richard Brill, Warner Bros. field representative set a new and admirable high in his use of the catchline "You may be 'Too Young to Know' but you are never too young to care" to plug the film and the local drive to aid the Infantile Paralysis Fund through the March of Dimes.

The slogan was used in newspaper ads, lobby displays and otherwise. Campaign also included a newspaper contest in which winners were guests of the theatre.

Special Feature Handling for Warner Short, 'Hitler Lives?'

Special feature handling will be given Warner Bros., short subject "Hitler Lives?" as the result of the unusual reception given the film by critics, columnists, radio commentators and audiences that have seen it to date. The subject is based on an original idea of Jack L. Warner, executive producer.



STUNNING. This enormous head of Bing Crosby matched a head of similar size of Ingrid Bergman, both of which were attached to the false front on each side of the entrance of the RKO Orpheum Theatre, Davenport, Iowa, to publicize the theatre's showing of RKO's "The Bells of St. Mary's." Although the front stressed star values prominently, the stills used, which may be seen in this reproduction, also contributed to the sales story.

Showmanship Drive Launched by Tri-States Theatres in Midwest

Theatre managers of Tri-States Theatres Corp. of Des Moines, which operates theatres in Iowa, Nebraska and Illinois, are competing for $550 in cash prizes in the circuit's first peacetime showmanship drive, which has just been launched, according to A. H. Blank, president of the company.

Designated as the G. Ralph Branton Showmanship Drive in honor of the circuit's executive operating head, the campaign also offers free trips to Hollywood for the winning district managers. The circuit is divided into three teams under District Managers H. D. Grove of Davenport, A. G. Stolte of Des Moines and Bill Miskell of Omaha. Myron Blank is drive captain.

Matlack's New Angle On Record-Breaking 'Spellbound' Business Cracks Newspaper

That exhibitors and their ubiquitous press agents have been frantically searching for new ideas with which to beguile newspaper editors into publishing the facts about record-breaking engagements in their various theatres is so well established as to be almost a by-word in the industry.

But Jack Matlack came up with a new twist recently when he photographed the 73,563rd person to enter the J. J. Parker Theatre in Portland, Oregon, during the showing there of David O. Selznick's "Spellbound" and by supplying sufficient biographical material about the patron was able to obtain nice breaks in the Portland newspapers, thus presenting the "bandwagon" theory of publicity and advertising in connection with the film.

Matlack arranged for a photographer to be present in the theatre lobby to catch the first person to buy the first ticket during he first minute of the second week of "Spellbound" and had her greeted by Mrs. J. J. Parker, president of Parker Theatres. The reproduction, shown here, broke the important Portland *Oregonian* with a two-column cut with accompanying text which stated that the film had broken every record hung up by any motion picture since the showing of "Min and Bill" in 1932.



73,563rd PATRON. Mrs. J. J. Parker greets her as first patron of 2nd week showing of UA's "Spellbound."

Jolley's Idea Gets 'Salome' Co-op Ads

By using a banner headline, "The Most Beautiful Girl in the World" across the top of a cooperative page in the *Times-Gazette* of Oshawa, Ontario, Manager Mel Jolley of the Marks Theatre inaugurated a unique and effective advertising and exploitation campaign for Universal's "Salome, Where She Danced," and succeeded in doing outstanding business for the film as a result of his efforts.

"The Most Beautiful Girl in the World" idea originated in Jolley's fertile thinking apparatus and was accepted with enthusiasm by the newspaper's advertising manager who, in order to win the merchants' cooperation, had only to suggest that they use the word "beautiful" to tie their ads in with the theatre's splash on the page. The page was an enormous success, giving considerable free space to the theatre, film and playdate and additional space to announce six coming attractions.

Jolley also printed several hundred Canadian postal cards and addressed them directly to the homes of patrons on his mailing list, adding a bit of personal touch to his campaign, aided in no little degree by the information transmitted to his patrons that Miss de Carlo, starred in the film, was a native of Canada and was selected from among 20,000 girls to star in the film.

A three-sheet lobby display with an artist's drawing of Yvonne de Carlo was loaned to Jolley by Ben Cronk, Canadian publicity chief, and was given the most prominent spot in the lobby in advance of the playdate. A sound truck, suitably bannered, toured the city on the opening day to round out the campaign.

Call From Hollywood Feature of New Haven 'Expendable' Selling

Feature of the exploitation campaign on MGM's "They Were Expendable" at Loew's Poli Theatre, New Haven, was a long-distance telephone call from Robert Montgomery in Hollywood to a local resident who was a member of Commander John F. Bulkeley's famous PT Squadron. The stunt was staged by Morris Rosenthal of the theatre and Floyd Fitzsimmons, MGM exploiteer.

The crew member, Chief Torpedoman Charles De Maio, was tendered a testimonial dinner by the New Haven Advertising Club and the local American Legion Post. During the dinner the call was put through and was brought to the dinner guests by a p.a. system. The guest of honor was presented with a watch by Montgomery who was represented by Harry Shaw, Loew-Poli district manager.

Radio Plug, Cooperative Ad Pre-Sell 'Harvey Girls' for Cohen

An important advance plug for the showing of MGM's "The Harvey Girls" was arranged by Manager Lou Cohen, Loew's Poli-Hartford Theatre, when the book reviewer of the Sage Allen Department store went on the air locally and devoted her entire 15-minute radio program to the picture, with plenty of theatre and playdate plugs thrown in.

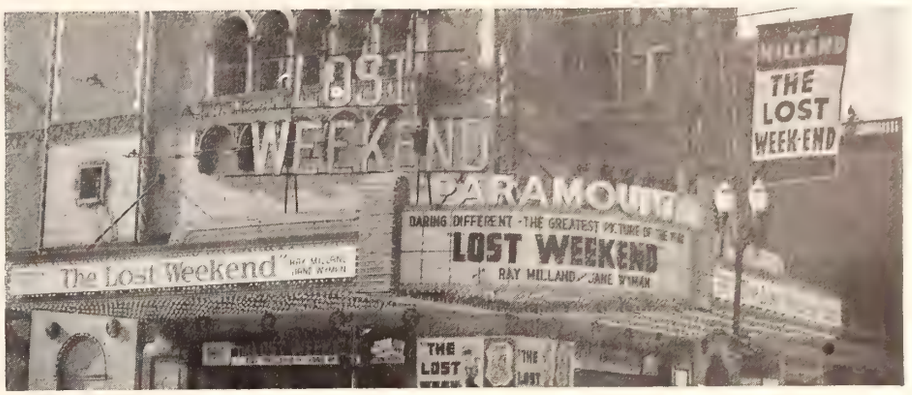
Another promotional plug arranged for the film by Cohen was cooperative advertising set by the G. Fox & Company department store, Connecticut's largest, in connection with the music album, newly issued as a result of the film's expected popularity.

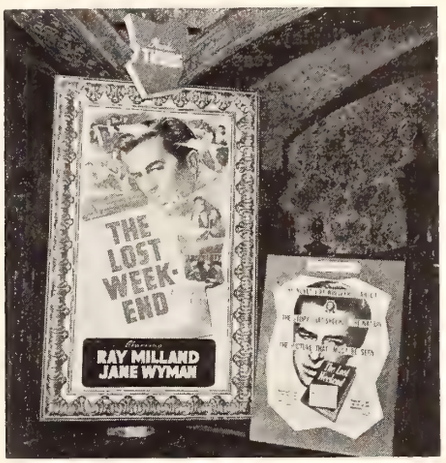
'San Antonio' Tied in With Hutchinson City Celebration

Installation of a hitching post in front of the Fox Theatre, Hutchinson, Kansas, was tied-in by Manager Jay Wooten with the city's annual three-day "Pow Wow" celebration involving cowboys and cowgirls, giving the theatre's showing of Warners' "San Antonio" generous publicity mention in connection with the celebration.

An offer of free admission to horsemen during the run of the film was mentioned several times in newspaper stories and several of the many horsemen in the Hutchinson vicinity took advantage of the offer. Their horses hitched to the post added a colorful touch to the theatre front.

'Lost Weekend' All Over the Theatre









There was little danger of patrons of the Paramount Theatre, Omaha, asking the cashier what the next attraction would be or what it was when it did arrive, for the title of the film was spread far and wide throughout the length and breadth of the house. Just a few examples are shown above. In the top photo, the title is apparent in nine different places on the Paramount's front. Center photo, left, shows a lobby display frame and a smaller display. Center photo, right, shows the large display over the stairway leading to the mezzanine and balcony, while in the bottom photo the announcement of the coming attraction, made possible by placing cut-out letters along the footlights, could be seen by all patrons in the auditorium. Jim Castle, Paramount exploiteer, assisted the Paramount management in putting over the excellent campaign.

'Spellbound' Named 5 Times!

By making good use of the national promotions set up by David O. Selznick's New York, representatives, Manager Lou Cohen's assistant, Sam Horwitz, Loew Poli-Hartford Theatre, was able to obtain a three-column cooperative ad from the Sage-Allen department store on the Spellbound Dress in which the name of his feature attraction "Spellbound" was mentioned five times!

Turner Displays Help Sell 'Dolly Sisters'

A varied exploitation campaign utilizing the many photogenic ads accompanying 20th Century-Fox's "The Dolly Sisters," was staged by Manager Arthur Turner for the film's showing at the Parsons Theatre, Parsons, Kansas.

The house itself shouldered a good part of the publicity, which did a great deal in attracting patronage. A lobby display consisting of colored cut-outs of the stars, title and a row of stills on each side of the board, was moved in front of the box-office concurrent with the run of the picture.

Employing two special 8x10s and six special 11x14 stills, Turner designed an appealing 40x60 display utilizing the title, stars and catchlines. Daring pin-up shots of Betty Grable and June Haver did much to give the poster 'punch.' The display was spotted in the local bus station and hotel lobby ten days in advance of the playdate. Proof of its attractiveness was embodied in the announcement that the display would be forwarded to other theatres throughout the circuit to aid in exploiting the picture.

The advertising build-up in the newspaper began three days prior to the opening, and other small cuts were used in a nearby college publication and a weekly magazine. Twenty-five Victor Cornelius display ads were posted in prominent locations around the city.

The theatre's advertising truck heralded the film with a panel on each side of its carrier.



LOBBY DISPLAY. This eye-catching lobby display on 20th-Fox's "The Dolly Sisters" was responsible for much box-office activity during the film's showing at the Parsons Theatre, Parsons, Kansas, managed by Arthur Turner.

Serialization of 'Lost Weekend' In London Paper Helps Box-Office

The Paramount-promoted serialization in the London *Daily Express* of "The Lost Weekend," has added impetus to the film's general box-office results. With newsprint still rationed, the serial based on the Charles Jackson novel is being run in 2000-word installments and read by a circulation of more than three million.

The newspaper purchased the serial rights for the book from the author's London publisher, and the overall transaction was accomplished through the enterprise of T. C. Reddin, director of theatres and publicity for Paramount in England.

Rose Gets 4 Col. 'Tracy' Art

The popularity of the Dick Tracy cartoon strip and the value in which it is held by newspaper editors is exemplified by the 4-column art and caption which Harry A. Rose was able to obtain in the *Sunday Herald,* Bridgeport, Conn., where the Majestic Theatre was playing the RKO Radio version of "Dick Tracy" as a co-feature.

Cosmetics Tieup With Westmore Set on Three Warner Films

Tieups, with the benefit of extensive national exploitation, have been completed by Warner Bros., with the distributors of House of Westmore cosmetics on three films.

Barbara Stanwyck in "My Reputation" will be featured in ads appearing in the March issues of *Photoplay, Screen Guide, Charm, Glamour, Junior Bazaar* and *Motion Picture.* Andrea King in "Shadow of a Woman" will be contained in ads carried by *Good Housekeeping* and *Cosmopolitan* for March. Joan Leslie in "Cinderella Jones" will be featured in special newspaper ads scheduled for several key-city dailies prior to the film's local playdate.

David Susskind Joins Warners Field Public Relations Staff

David H. Susskind, recently discharged from the Navy with the rank of lieutenant, has been engaged by Mort Blumentock as a member of the Warner field public relations staff under Bill Brumberg. Susskind, who was engaged in public relations and promotional work before the war, is presently in Washington with Brumberg, working on "Hitler Lives?"



FLASH FRONT. Here's how the Rialto Theatre, Denver, designed a special front to sell PRC's double horror bill, "White Pongo" and "The Missing Corpse," with understandable emphasis on "White Pongo." The impressive front carried jungle foliage with huge cut-outs of apes to point up the film's eerie motif.

BOX-OFFICE SLANTS

The Hoodlum Saint

(*Continued from Page 22*)

most theatregoers for the story of a returned soldier is timely and this one carries a message; but it loses too much in its method of presentation, so that the events that occur lack sincerity and conviction. One finds it difficult, for example, to accept the premise that in lush times several hoodlums will accept, at face value, the help of a patron saint, and then just as quickly turn around and rob the poor in his name. William Powell carries the entire load of the picture on his very capable shoulders, and as usual, his performance is of exceptional merit. Esther Williams is an extremely attractive young lady, but she has much to learn in histrionics to make her handle her dramatic assignments with more ability. James Gleason is swell as the crook turned honest because of faith and Angela Lansbury is effective as the other woman. Relegated to lesser roles are such capable performers as Lewis Stone, "Rags" Ragland and Frank McHugh. Norman Taurog has given the picture good direction and Cliff Reid top production values.

Riverboat Rhythm

RKO Radio **Comedy** **65 mins.**

AUDIENCE SLANT: (Family) Leon Errol fans will like it and the musically inclined will be entertained by Frankie Carle's piano antics. Others will find it just mildly amusing. The more sophisticated will be bored.

BOX OFFICE SLANTS: Where Leon Errol pictures have done all right this will be suitable. Obviously designed for neighborhood duallers.

Cast: Leon Errol, Glenn Vernon, Walter Catlett, Marc Cramer, Jonathan Hale, Joan Newton, Dorothy Vaughan, Carter and Moreland, and Frankie Carle and his Orchestra. **Credits:** Produced by Nat Holt. Directed by Leslie Goodwins. Screenplay by Charles Roberts. Photography, Robert de Grasse.

Plot: Leon Errol, captain of a showboat, becomes embroiled in a mistaken identity fiasco, and all sorts of slapstick complications develop before the situation clears up. There is a mild romance between Glenn Vernon and Joan Newton that works in between the plot's development.

Comment: This a modestly budgeted production and looks it, and the direction is just about as good as it could be with the apparently laboriously contrived script. Errol goes through the same antics that have made him a favorite with some, but have become too familiar with most. The 65 minutes of screen time are padded with extraneous matter and the whole thing could just as well been made as a short, and probably with considerable improvement. It is suitable, however, for double bill situations as a supporting feature in mid-week programs.

'Favorite Warner Star' Radio Program Gives Gratis Photos

A "Who Is Your Favorite Warner Star?" campaign has been inaugurated by Jim Barnes, manager of the Warner Theatre, Memphis Tenn., on his daily radio program.

Commentator asks listeners to write in to the theatre naming their favorite stars, and in turn they receive an 8x10 photograph of the actor or actress, gratis.

Women Spur 'Rhapsody' Sales

Tom Gorman, Warner Bros. field representative in the territory embracing Raleigh, N. C., arranged for the Junior Women's Club of that city to handle the advance sale of tickets for "Rhapsody in Blue" at the Ambassador Theatre, with the girls doing such an outstanding job that the theatre had a line waiting all day.

Listen Trigger!



According to the 3 Big Polls We're Tops Again!

No. 1 Western Star and One of the Famous Ten
(TOP MONEY-MAKING STARS OF 1945)
in Quigley's Fame

No. 1 Leading Western Star and One of the Big Five Leading Actors
in Showmen's Leaders

No. 1 All-American Western Favorite
in Boxoffice Barometer

ROY ROGERS
KING OF THE COWBOYS

TRIGGER
SMARTEST HORSE IN THE MOVIES

FROM REPUBLIC OF COURSE!

ALONG THE NAVAJO TRAIL
CURRENT RELEASE

Featuring
GEORGE (Gabby) HAYES
DALE EVANS
BOB NOLAN
and the
SONS of the PIONEERS

Song of Arizona
SOON TO BE RELEASED

WHEN OPINION IS UNANIMOUS, PROFIT IS ENORMOUS!

REGIONAL NEWSREEL

OMAHA

Jerry McGlynn, MGM branch manager, is one of eight branch managers and two district managers who won trips to Rio de Janeiro. The contest was on the basis of "general all-round efficiency" of their offices. Employes of the Omaha exchange will receive a bonus of one week's salary. McGlynn will leave Miami by Pan American plane February 26 and be away until March 16.

John Cannella's new assignment with the RKO Circuit will be at the Pantages Theatre, Minneapolis. He was assistant here at the RKO-Brandeis.

John Redmond, RKO Theatres divisional manager, will spend several days here early in February from his headquarters in Minneapolis.

Al Boudoris, representatives of the Strong Electric Company, Toledo, spent several days here.

Raymond McGrath, discharged from the Seabees after a long stretch in service, returns to FEPCO as plant superintendent.

Wallace Johnson, recently discharged from the armed forces, has returned to RKO here in his former position as a salesman.

Hugh Braly, Paramount district manager from Denver, was in town.

Tony Goodman, former 20th-Fox booker out of service, has returned to Omaha as a booker for Paramount.

Jack Andrews, son of Paramount Salesman Jack Andrews, has been home on leave from the Navy.

Dale McFarland, Tri-States Theatres booker from Des Moines, spent several days in the city.

Lyle Reinshreiber, out of the Army Air Forces after more than three years, has returned to Universal's booking department, where he held a similar position before the war.

M. E. Lee is the new booker for the Central States Circuit with headquarters in Des Moines. He succeeds Donald West.

Universal Salesman Iz Weiner spent the weekend in Denver with Mrs. Weiner's father, who celebrated his seventieth birthday.

Charlotte Coryell, Bassett exhibitor who heads the Rock County Red Cross, was in Omaha for a state Red Cross officials meeting.

Hi Robinson, former exhibitor at Blair, is in Methodist Hospital here.

Alice Neal, Warner office manager, celebrated a birthday, and it was the occasion for a little party in the office.

Marguerite Bragg, Warner inspectress, is off work due to an injured finger.

Warren Hall, the Burwell exhibitor, is the father of an 8-pound girl.

BOSTON

James J. Mage, operator of the Laffmovie, the Tremont and the Old South Theatres, is planning to fly to London in the near future. He will then go on to Paris and Belgium to look after his theatre interests there.

Harry Lavidor has been promoted from assistant to manager at the Laffmovie, and John Mahoney, recently out of uniform, stepped in as assistant.

Ed DeConnick, formerly the manager of Wilbur Peterson's Orpheum, Somerville, has returned there after serving in the Army for two years.

Judd Parker, salesman, expects to be discharged from the Marines soon and will probably be back with Universal in the New Hampshire and Vermont locations.

Jack Meyers, assisted by Don Martin, publicity director of the Tremont, Old South and Laffmovie, held a luncheon last week at the Statler for the press. Guest of honor was Terrence Rattigan, author of "Journey Together," distributed by Meyers, currently playing the Tremont and Old South Theatres.

Tom Donaldson, branch manager MGM, went to New York last week for business conferences.

John Dervin and Phil Engel entertained last week extensively at their homes for officials here for the United Artists convention.

Max Derlone has returned to his old job of booker at United Artists branch office here. Max has been away in the Army for over two years.

Ernie Warren, who is now operating his Empire Theatre in Whitman, Mass., has installed new booths and has had his theatre entirely redecorated.

Herb Berg, who represents David O. Selznick, was at the United Artists office last week to help Phil Engel on "Spellbound."

Branch office of MGM here was host to Ben Ames Williams, author of "Leave Her to Heaven" recently. Williams is a Bostonian, and his daughter Anne was graduated from Winsor School in Boston a few years ago. The Williams family and the officials of MGM attended a luncheon at the Hotel Statler after a preview of the film.

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MEMPHIS

Plans announced last week by Thomas L. and John E. Robinson to build a $75,000 suburban theatre in Memphis raises to three the number of new theatres definitely planned here. Webber Hall and M. A. Lightman previously had announced plans for new auditoriums. The three will increase seating in Memphis suburban houses by at least 3000. In addition, at least two new Negro suburban houses are being planned.

Harry Martin, amusements editor of *The Commercial Appeal,* who returned from the Navy on October 1, was recently in New York for ten days, catching up on shows and contacts, and also attempting to straighten out Equity contracts for the Memphis Open Air Theatre. Robert Gray, former radio editor who filled in as amusements editor for a time after Martin went to the Navy, is expected to return to *The Commercial Appeal* in mid February.

"Lost Weekend" and "Leave Her to Heaven" have closed their runs here after setting records at the box-office. "Lost Weekend" played to universal critic approval. "Leave Her to Heaven" had big box-office lines in spite of lukewarm criticisms. "My Reputation," branded by the critics as a tear-jerker ran into three weeks.

Tom W. Young, branch manager of 20th Century-Fox, has been made Memphis chairman for American Brotherhood Week, to feature the screening in most theatres of the trailer "The American Creed."

"The Marquee," new news publication of Memphis Variety Club Tent 20, is expected to be off the press about February 11.

Charles E. Sumner Jr. has joined National Screen Supply Co. as a salesman, after having been released from the Army in December.

Sam Kirby is planning to open a new theatre in Little Rock.

Recent exhibitors on Memphis Film Row include C. J. Collier of Shaw, Miss.; J. T. James, Cotton Plant, Ark.; B. F. Jackson, Ruleville, Miss.; Tom Ford, Rector, Ark.; Burris Smith, Pocahontas, Ark.; Miss Louise Mask, Volivar, Tenn.; E. W. Savage, Boonville, Ark.; C. H. Collier, Drew, Miss.; B. F. Busby, Little Rock; Roy Dillard, Wardell, Mo.; Cliff Peck, Covington, Tenn.; H. W. Pickens, Carlisle, Ark.; J. W. Parham, Forrest City, Ark.; Dink Jones, Lonoke, Ark. and F. R. Watson, Elaine, Ark.

Miss Louise Mask is planning to build a new theatre at Bolivar, Tenn.

Bob Williams, who was head of 20th Century-Fox booking department before entering the Navy, has been in town on leave and expects his discharge in March.

CLEVELAND

Ed Fisher, March of Dimes chairman, reports collections way ahead of last year, especially at the first run theatres. Most neighborhood houses also report collections up over last year. Local downtown houses extended their collection period four days.

The value of word-of-mouth advertising was demonstrated last week when constant box office lines were maintained for both "Spellbound" and "Leave Her to Heaven." With no newspapers for four weeks due to the newspaper strike, the public is dependent upon radio and telephone for news of theatre attractions. Obviously the news, thus conveyed, traveled far and fast, as evidenced by the holdover business done by both these pictures.

"The Bells of St. Mary's" is now in its sixth and final week downtown.

Joe Minsky, pre-war local Warner city salesman, and now a special sales representative for International Pictures, spent the week in town where he was received with enthusiasm both on his own account and in behalf of the Claudette Colbert-Orson Welles opus, "Tomorrow Is Forever," his current assignment.

Marty Friedman, another ex-Warnerite, has also joined International Pictures, working in the eastern territory.

John Warren Godfroy of the Loew theatre organization has been appointed local relief manager.

Bernard Kranze, RKO district manager, was in Gloversville, N. Y. last week working on a Schine deal and then on to Cincinnati on his regular visit to his exchanges.

George DeVine of Cincinnati has joined the local Universal personnel as student salesman.

Charles Albert has resigned from the Warner

theatre booking department to return to his native Texas as an automobile parts sales representative. Charlie only recently returned to his Warner post after serving four years in the Army.

The Leroy Kendises announce the arrival of a son. The young man has been named Kurt. Father, formerly with National Screen Service, is now with the Associated Circuit.

PRC held a regional meeting here last week attended by Vice-president Lloyd Line, District Manager Joe Miller, and Branch Managers Harry Bugie of Cincinnati and Edwin R. Bergman of Cleveland.

A power strike in Akron was averted only jsut in time to prevent the city from being thrown into a total blackout, closing all places of business including the motion picture theatres.

Business is good in this city despite strikes, unemployment and the high cost of living. Downtown first run business, with no change of admisson scale, was up 17 per cent this January over January 1945. Top flight pictures such as "Bells of St. Mary's," "They Were Expendable," "San Antonio," "Leave Her to Heaven" and "Spellbound" helped turn the trick.

Personnel changes in the Republic exchange include the appointment of William Rothman as cashier to succeed Katherine Zwilling and Dorothy Sperling to succeed Mildred Travillo as ledger clerk.

ALBANY

Albany's Metro office smiling broadly at being among the first ten in the nation-wide "On to Rio" contest. As a reward Herman L. Ripps, district manager, will leave shortly for a trip to Rio. In appreciation of his office's cooperation Mr. Ripps feted the Albany MGMers at a dinner in Schenectady, followed by a show and night club.

Rose Lasky, Loew's secretary, is on leave of absence from the office to welcome back hubby Michael, who has just returned from service in the ETO.

Steve Pochman, MGM shipper, recently suffered a bad fall in the shipping room, was taken to Memorial Hospital. He is now recuperating at home.

Among those visiting Film Row were Pete Vournakis of the Strand, Watertown; Sam Davis of Phoenicia; Frank Wieting of Cobleskill, Bill Featherly of Rensselaer.

Mary McGuire has rejoined the staff of Columbia Pictures in her old job as assistant booker.

Dorothy Crandall, Columbia assistant cashier, week-ended in Greenwich.

Nate Dickman and Eugene Lowe attended the Monogram sales meeting in New York.

Norine McGrath of Albany Theatre Supply will be married February 17th to Armand Phillips of Troy who has just returned from the ETO.

Howard Goldstein, Paramount booker and business manager for Film Row Union, attended a conference in New York last week.

Margaret Buckley, RKO assistant booker, just returned after a slight siege of the grippe.

Twentieth-Fox assistant booker Bill Murray at home nursing an eye infection.

Jean John, Paramount telephone operator, week-ended in Boston and Bill Rosenow, salesman, visited his family in Buffalo.

Oscar Perrin, Madison Theatre manager, momentarily awaiting word that his son, Capt. Oscar J. Perrin, Jr. has arrived from Bremen, Germany.

Sol Kravitz, Warner Bros. exchange supervisor, and Dick Stephens, field man, in town for a few days.

United Artists has closed the Albany office.

Harriet Kohn has returned to the Warner fold as secretary to Joe Weinstein.

C. J. Latta, Warner zone manager, and Max Frideman, feature booker, just returned from a tour of the Jamestown district theatres.

Approximately 200 reservations have already been made for the annual Testimonial Dinner Dance being given by Variety Club, Tent No. 9 on Saturday evening February 9 at the Colonie Country Club. The event will honor Herman L. Ripps, retiring Chief Barker, and members of the club who have left Albany. This includes Jack Armm, Holbrook Bissell, Clayton Eastman, Edward Hochstim, George Jeffrey, Harry Low and Joseph Miller.



TRIBUTE. Cinema Lodge, B'nai B'rith, presents to Helen Hayes, through its honorary president, A. W. Schwalberg of International Pictures, a special scroll honoring her as a courageous exponent of the American principles of racial and religious tolerance. Others above are S. M. Chartock, theatrical producer; Charles MacArthur, Miss Hayes' husband; Albert A. Senft, Cinema president. and (behind Miss Hayes) Rabbi Ralph Silverstein, president Brooklyn Chapter, American Jewish Congress.

LOS ANGELES

The four Music Hall Theatres broke their all-time record gross on the first week of Seymour Nebenzal's "Whistle Stop," which created a high of $48,000.

Charles P. Skouras of Fox-West Coast Theatres will act as Area Chairman for National Brotherhood Week, set for February 16-24. Sherrill Corwin and R. H. Poole are California State co-chairmen for the observance, and Rotus Harvey, president of the ITO of Northern California and Nevada, is to be Northern California chairman.

Screening the Row: Phil Smith, former RKO salesman, is back from the Pacific after a tour of duty with the Army, and will probably be in the old spot soon. . . . Mike Newman, Columbia exploitation director, recently hosted at a dinner party for Mr. and Mrs. Joseph Blumenfeld and the Cliff Giesemans at his San Fernando home. Reports claim Mike served real Southern fried chicken. . . . Fox-West Coast signed for PRC's '45-'46 product, according to Manager Syd Lehman. . . . Columbia's bookers are working hard to keep the L. A. branch where it now stands, near the top, in the company's Silver Anniversary Drive. Jerry Pursell, Al Goodman, Charlie Wolcott, Noble McTaggart and Art Kallen are knocking themselves out!

PRC's Bruce Miller just hit the San Diego territory in a sales trip. . . . Francis Bateman, Republic district manager, recently returned from an inspection of the Western territory. . . . Henry Slater was the lucky man who won a jackpot at Warners, a weekly custom. . . . The B. F. Shearer equipment concern is now the exclusive West Coast distributor for U. S. Air-conditioning and Cretor's Popcorn Machine Company.

Mrs. Jennie Dodge, operator of the Mayfair and Mission theatres in Ventura, is seeing the sights in New York.

Exhibitors seen along the Row last week included Harry Nace, Jr. of Phoenix; Sid Klein, Arena, Riverside; Jack Anderson, Forum, Barstow; and Judge Pauley of Indio.

Film Classics' Robert P. Ableson screened the latest idea of his company for Fox recently, the "Funzapoppin' Comedy Carnival," which includes four two-reelers. FC's Pat Roth, former cashier, left to be married; her place is being taken by Iva Griffin, secretary to L. E. Goldhammer.

MILWAUKEE

The Gem Theatre, New Richmond, Wis., has gained the reputation of being more than liberal in its enthusiasm for funds. The latest contribution by patrons of the Gem was $375 for the new Heart Hospital for the Northwest. The sum may not look large, but it is good when you consider that the contribution comes from a town of about 2000.

The January 30th anniversary celebration in Milwaukee was spoiled a little for the movie fans by the absence of Dennis Morgan—Milwaukee's own star—who flew from Hollywood towards Milwaukee and would have arrived in time had it not been for a storm at Kansas City, which grounded his plane. Lanny Ross had to take over Morgan's proposed job as M.C. at Milwaukee's Auditorium. Over the air to that crowd of thousands came the voices of former Milwaukeeans—Hildegarde, Woody Herman, Jack Carson, Pat O'Brien, Spencer Tracy and others of the movies who were either born here or lived here when they were kids.

During the centennial, a girl who could not leave her wheel chair was chosen by Danny Kaye as his "Cinderella." She is considered as Danny's No. 1 fan in this country, to hear Danny tell it. He met the girl, Georgia Hauke, when he was in Milwaukee on the occasion of

(*Continued on Page 32*)



THIRD GROUP MGM SALESMEN, EXPLOITEERS AT NEW YORK MEETING. Pictured above is the third group of approximately 50 MGM salesmen and exploiteers from the west and south who gathered in New York last week for the third in a series of four sales meetings.

REGIONAL — *Continued*

the Community Chest drive, September 27th, and at that time Georgia left home for the first time in her arthritis-ridden years to see and hear Danny personally at the Milwaukee Auditorium.

At a hearing conducted by an interim committee of the Wisconsin legislature at Fond du Lac, stricter censorship was recommended for movies for 'teen-agers. State Senator Taylor Brown, of Oshkosh, had this to say on the subject at the meeting: "All here may agree that motion pitcures are one of the greatest means of getting education across today. During the early thirties, bands of boys roamed about communities with toy sawed-off machine and tommy guns, pretending they were gangsters, largely as a result of 'gangland' movies."

VANCOUVER

The Canadian Picture Pioneers (B. C. branch) will hold the annual meeting at the Hotel Vancouver on February 27th. Election of officers for 1946 will be held then.

Howard Boothe, Odeon district manager, and Earl Hayter, supervisor, left Saturday for Toronto via air to attend a meeting called by Paul Nathanson, president. John Davis, head of the J. Arthur Rank theatre chain in England, will also be present.

Bill Forward, manager of General Theatre Supply Co., has installed two new Simplex projectors in the Rex Theatre, Vancouver. Work was completed without a shutdown.

Les Toffee, who operates the Ladner Theatre, and Owen Bird, formerly with Paramount here, will take over the new Cloverdale Theatre when it is completed in the Fraser Valley in April.

All grosses here continue at a prosperous level. Weather is cold with a little snow, but not severe. Voncouver first runs are: "The Lost Weekend," Capitol; "Doll Face," Orpheum; "Madonna of the Seven Moons," Vogue; "Getting Gertie's Garter," Plaza; "Weekend at the Waldorf," Strand; "The Red Dragon," Beacon.

Plans for a theatre managers' union are not getting any place in Vancouver. The Famous Players group have formed their own body, The Famous Players-British Columbia Managers Association, and will hold a luncheon and business session each Tuesday. The first slate of officers for 1946 were elected as follows: president, Joseph Millman; vice-president, Eddie Zetterman; secretary Jack Randall; treasurer, Dick Letts. Odeon circuit managers will also form a body along similar lines.

The Booth Film Service of Calgary has been appointed distributors for RCA 16-mm. sound projectors and service in the Province of Alberta.

Sixteen organizations are behind the formation of the Alberni Film Council, which has been launched at Port Alberni. The purpose is to provide a projector and film library for interested organizations in the vicinity.

The second annual meeting of Famous Players 25-year club was held January 31st at the Hotel Vancouver. Guests of honor included Ivan Ackery, manager of the Orpheum Theatre, Vancouver; Dick Jones, a projectionist since 1906 of the Dominion Theatre, Victoria; Jack Smith, projectionist at the Strand Theatre, Vancouver; Vic Armand, supervisor of maintenance for F. P. in Western Canada; Bert Pollock, from the booth of the Capitol Theatre, Vancouver; and Fred Broadbent, projectionist at the Capitol, Edmonton. Each member of the 25-year club received a jeweled lapel pin of membership and a $100 Victory Bond from J. J. Fitzgibbons, president of the company, plus an additional two-week vacation with pay.

Frank Sheppard, who operates theatres in B.C. and in the prairie provinces, and is now making his home in Vancouver, purchased the Alma Academy, a local dance spot, in December. He sold it last week to the Canadian Legion, who hope to make it a focal point of activity for teen-age and other youth groups. Sheppard sold the property at a profit of $7500, and will buy or build a theatre here as soon as he finds a likely spot.

E. S. Robinson, Vancouver librarian, said in an address this week that the new library to be erected here at a cost of $1,000,000 will have a film section and department for music and recording.

Jack Cohen, formerly Calgary manager for Columbia and in the RCAF for the past three years, will not return to film business.

The Orpheum, one of Winnipeg's landmarks, dark for many years and under lease to Famous Players, has been sold to a syndicate and may become a warehouse or a site for a hotel. It is in the heart of the downtown theatre zone.



CONGRATULATIONS. William K. Jenkins (right), president and general manager of the Lucas & Jenkins Theatre organization, congratulates Charles Coburn, star of 20th-Fox's "Colonel Effingham's Raid," on the ocassion of the film's premiere at L&J's Paramount Theatre, Atlanta, simultaneously with its showing in Town Line, N. Y. Coburn's presence pointed up the intense ballyhoo essayed by 20th-Fox for the premieres.

WASHINGTON

"Tars and Spars," Columbia's new musical, was accorded a gala "Hollywood-type" premiere at the Metropolitan Theatre on Thursday, January 31, with high-ranking members of the Coast Guard on hand for the festivites, which included a parade of Tars and Spars, and the Curtis Bay Coast Guard Band; powerful spotlights; and the personal appearance of Sid Caesar, Gloria Tinkell, and Dorothy Kerfoot, who were also in the road show stage cast as well as in the picture.

Sidney Lust's suburban houses set in two-day bookings of the "Lazy Ranch Boys" at the Milo, Rockville, the Marlboro, in Upper Marlboro, the Kaywood, in Mt. Rainier, Md., and the Hyattsville house.

RKO Keith's ran up a six weeks play on "Bells of St. Mary's."

Nearly 4000 pounds of clothing was collected at special clothing matinees held at seven Warner Bros. neighborhood theatres. The clothing, which was sent to the needy in Europe, was the contribution of 1650 local residents, who attended the free shows. The Savoy collected 900 pounds; the Avenue Grand, 1200 pounds; Apollo, 250 pounds; Avalon 400 pounds; York 600 pounds; Colony, 400 pounds and Seco, 150 pounds.

Another new house in the suburban area is the new Shirlington Theatre, in the Shirlington Business Center, Arlington County, Virginia. It has the largest screen in the south, made of plastic, large lobbies with special lighting and shadowless mirrors; restful chairs, space for perfect sight lines and easy passage, and the latest RCA Magic Voice Sound Equipment.

DES MOINES

Marie Slatkoske has returned from Kansas City to take over the Des Moines office management for King Enterprises. She held a similar post in Kansas City and was brought back when Maxine Kaltenhauser resigned.

Dallas Day, booker for the Nathan Sandler Theatres, is recovering from an operation and is expected back on the job shortly. J. C. Sandler, son of the owner, is back from the Pacific and expects to receive his discharge from the Navy shortly.

Betty Olson, booker at MGM, has resigned with the arrival home of her husband, Ralph, who will resume his duties at Universal shortly.

Harry Hamburg, Paramount branch manager and Ralph Hayden, office manager, have returned from a sales meeting in Denver.

G. Ralph Branton and Myron Blank of Tri-States Theatre Corp., are in New York attending several conferences.

Max Larson, former manager of the Eastown Theatre, Des Moines, has been named assistant manager of the Rialto Theatre, Missouri Valley, Ia.

PORTLAND

Herbert Kaufman, Paramount branch manager, accompanied by Max Hadfield, salesman and Hannah S. Trager, head of the accounting department, have gone to Denver for a regional meeting.

Whitey Merwin, formerly Burlington exhibitor, is now a manager at Sausalito, Calif. for the Blumenthal Circuit.

Frank Harris, for some years with the B. F. Shearer Equipment Company, is now manager of the new Garland Theatre in Spokane.

Francis Bateman, Western district manager for Republic, is covering the Portland and Seattle exchanges.

Wes Johnson, head shipper for Paramount, Seattle, has been promoted to booker.

Maynard Nelson announced his purchase of the Hollywood Theatre, Salem, Oregon.

M. Anderson has opened the Mount Angel Theatre, the first house at Mt. Angel, Oregon.

Howard F. and James B. Matthews announced early construction of the Vista Theatre, Boise, Idaho to cost $65,000.

Dick Fisk, announced sale of his Bandon Theatre, Bandon, Ore., to Austin Dodge and Raleigh D. Green.

J. H. Owens has opened the Motion Picture Service Company in Portland.

The Cine-Craft Company, motion picture specialists, represented by Roland L. Dunn, opened quarters in Portland.

Fire of undetermined origin virtually destroyed the Coliseum Theatre, Juneau, Alaska. W. D. Gross, owner, advises of the loss of "thousands." The theatre will be rebuilt.

Buck Stoner, western district manager for 20th-Fox, is leaving for the south following a conference with the Portland and Seattle staffs.

Al Adolph, salesman for Monogram, has been transferred from Portland to Seattle.

Capt. Joe Kelly former manager for Warners at Aberdeen, Wash., is released from the Army.

Maurice Saffle has resigned as branch manager for MGM in Seattle, after ten years with the company.

Booking on Seattle Row: Les Theuerkauf, South Tacoma; Henry Davidson and Ed Halberg, Pt. Angeles; E. S. Olson, Port Blakeley; R. A. Gardner, Burlington; W. A. and Mrs. Cochrane, North Bend; Harold Weston, Ferndale; Walter Graham, Shelton.

COLUMBUS

Two Neth theatres were burglarized in one night last week. The Cameo was entered and $450 taken from the safe, Manager Doyle Lucas reported to police. He said $100 of the money was part of the theatre's March of Dimes collections. The State was ransacked and an undetermined amount of money taken, according to Manager Norman Tyne.

Stewart Johnson of South Webster, operator of the Webster Theatre, is out of the Army. He will resume management of the house, which has been operated in his absence by his wife.

Martin Junk, owner of the Frankfort Theatre at Frankfort, Ohio, has returned after three years spent overseas.

Emil George, owner of the Wapa Theatre at Wapakoneta, Ohio, has purchased Main Street property for the site of a new theatre seating 800. The new house will be erected as soon as possible.

Lowell Ohle, Ansonia, Ohio, has taken over the Opera House at Versailles. The theatre has been operated for the past 20 years by Ralph Goodall.

Mrs. Henry Thomas, widow of the Oak Hill theatreman, is now in charge of the Liberty Theatre formerly run by her husband.

It is reported that the Knickerbocker, downtown subsequent run house, will be taken over by another High Street theatreman. Bill Pancake is present operator of the theatre.

Exhibitors are urged by P. J. Wood, ITO secretary, to cooperate in American Brotherhood Week, February 16-24. Where local chapters of the National Conference of Christians and Jews seek to distribute pledge cards in theatres during the week, Wood urges that exhibitors cooperate. Martin G. Smith, ITO president, is state chairman, with Joe Krevitz, Cleveland Universal exchange manager and Allan Moritz, Cincinnati Columbia exchange manager, as exhibitor chairmen in their territories.

BUFFALO

The Teck Theatre, latest Shea house, opened this Thursday.

Constantine J. Basil, newly elected chief barker of Variety Club, Tent 7, has appointed the following committee chairmen: Heart, Matthew V. Sullivan; House, Stanley Kozanowski and Arthur J. Bailey; Membership, Robert T. Murphy; Publicity, William Bereton; Special Events, Phil Fox; Entertainment, Harry L. Berkson; Reception, Mayor Bernard J. Dowd. Variety's Chaplains are the Rev. John Pallas, the Rev. Joseph A. Mahoney, Rabbi Joseph L. Fink and Dr. Charles D. Broughton.

Joe Miller, PRC district manager, visited town for several days.

George Ferguson, Columbia Buffalo sales representative, is awaiting entrance to the Buffalo General Hospital. Best wishes for a speedy recovery.

Pearl Schwan resigned from Republic while awaiting Sir Stork.

John Wilhelm, 20th Century-Fox, has resumed his duties as ad salesman after serving two-and-a-half years in the Navy.

Jackie Becker, formerly of 20th Century, now in the Waves, spent her leave with her parents. She is the daughter of Al Becker of Becker Theatre Supplies.

PHILADELPHIA

Columbus Stamper has taken over the Belmont Theatre from Marcus Benn. The house, now closed for alterations, is expected to open in five or six weeks.

Harry Kalmine of Warner Bros. and other executives from the New York office were in town all last week conferring with local executives. Leonard Schlesinger, making his first trip here since he got out of the Navy, renewed old friendships as he made a quick tour of the offices. In discussing readjustment of advertising budgets in a meeting one of the men piped up with: "You know, there is only one place where they can make money without spending any of it." "Where is that?" queried another." "The Mint!" was the answer.



IN NEW YORK. Warner stars Ronald Reagan and Jane Wyman (Mrs. Reagan) arrived in New York this week for their first visit since Capt. Reagan's discharge from the Army. Miss Wyman recently completed work in the Cole Porter musical story, "Night and Day." Reagan will resume his screen work shortly in "Stallion Road."

Lt. Herb Weiner, son of Columbia's division manager, was due home from Okinawa this week, and was expected to reach his home on terminal leave by the weekend.

William Schumaker, who left the Columbia exchange two and a half years ago for the Army, is back on the job in the bookkeeping department.

Gregory Beck, manager of the Capitol in Williamsport, had the sad duty of acting as a pallbearer for one of his best friends, who died within a few weeks after being discharged from the Army.

William Goldman is vacationing in Bermuda.

Charles Ramb, manager of Warners' Center Theatre, has resigned.

Joseph E. Cohen, 66, who built several motion picture theatres in Philadelphia, died last week in the Jewish Hospital after an illness of several months. He had constructed the Broadway and Allegheny theatres (both Warner houses) and the old Dazzleland Theatre, now known as the Cameo.

Philip Carr Snow, 68, President of the Globe Ticket Co. died last week in the Hahneman Hospital after a heart attack.

It's off to Florida for Ted Schlanger, Warner Zone Manager, on February 21, for his annual Southern vacation.

Buddy Ottenberg, [illegible] before that a member of the Warner Bros. Theatres booking department, was married recently. He and his bride honeymooned in Florida.

Edgar Wolf, manager of the Waverly Theatre, has been transferred to the Egyptian.

William Hornung, manager of the Egyptian, has moved over to the Commodore as assistant manager.

Johnny Purtell, out of the Army, is back at his old stand as assistant to George Balkin at the Stanley Theatre. Moe Wexler, who filled in for John, has been transferred to the Mastbaum.

Other changes among Warner assistant managers downtown moves Charles Rofoel from the Stanton to the Family Theatre; Jack Keefer from the Boyd to the Stanton Theatre; Al Rubino from the Mastbaum to the Earle.

Jimmy Lund, assistant at the Earle, has resigned.

Herman Hirschborn is a new Monogram salesman in the Harrisburg territory.

CINCINNATI

Charles Weigel, pioneer motion picture owner in Cincinnati, died last Saturday at his home in Norwood after a long illness. Services were held on Wednesday. Mr. Weigel entered the motion picture business in 1918 with the purchase of the Alhambra. The first owner in Cincinnati to increase the price from five to 25 cents, he took the theatre out of the "nickelodeon" class. Weigel at one time also owned the Nordland-Plaza, Vine St.; the Park in Hyde Park and the Family in Milford. In 1924 he built the Madison in Madisonville and operated it until 1937, when he retired from the theatre business. The Alhambra is the only one of his houses not now in existence. He was an active member of the Variety Club for many years and became an honorary member two years ago.

Hardie Meakin, assistant division manager for the RKO Midwest Theatre Corp., returned from Washington this week following the completion of his annual job of supervising transportation of stars and personnel for the Annual White House Birthday Ball. This is Meakin's tenth year at the job.

Jimmy Abrose, manager of Warner Bros.' Cincinnati exchange, has announced the appointment of Selwyn Pachter, recently discharged from military service, to the position of salesman in the West Virginia territory.

J. J. Rost and Fred H. Mailand, Warner

(*Continued on Page* 34)



HONOR VARIETY CLUB MEMBERS RETURNED FROM SERVICES. Members of Variety Club Tent No. 9, Albany, N. Y., who have been discharged from the services, were honored at a dinner held recently. Each returned veteran received a wallet and a paid-up membership card for 1946. Above (l-r) are Dr. Benjamin Volk, Henry Blatner, Dick Conners, Walter T. Brown, Charles A. Smakwitz, Chief Barker, who presented the gifts, Nate Sodikman, Phillip Marshall and Henry Stock.

REGIONAL — *Continued*

home office traveling auditors, are in the Cincinnati exchange making a regular examination of branch activities.

Bob Lichtenstein, Warner Brothers booker, is at Bethesda Hospital suffering from a recurring leg ailment. He is improving rapidly and is expected back on the job soon.

Helen Berkemeyer, Warner bookkeeper, will exchange wedding vows with Joe Mercurio on St. Valentine's Day.

The Masonic Temple Association has taken over the management of the Taft Auditorium from Anton Scibilia, who entered into a long-term lease on the theatre in October, only to have his film-vaudeville project fail. The Association intends to run it as a theatre, lecture and concert promotion enterprise.

MONTREAL

Theatremen in Quebec are planning concerted action to have the provincial government rescind its order which boosted the tax on film censorship as much as 1000 per cent. The immediate reaction to the treasury move is that poster, still, and trailer advertising will be cut to the minimum.

United Amusements have announced they intend to build a fair-sized house in Ahunsic, on the outskirts of the city. Bill Lester, a UA director, is going forward with plans for his own cinema at Green and St. Catherine Streets. It will have an 800-seat capacity.

France-Film, distributors of French language films, has announced it will erect a 1200-seat theatre in Quebec City to be known as the Elysee. The company now operates two other cinemas there. This totals six large cinemas planned for Quebec. Canadian Consolidated Amusements will build four in various sections, while Famous Players will start work on a first-run house in suburban Sillery this spring.

Mickey Iseman, Empire-Universal's new general manager, was in town renewing acquaintances. Arthur Hirsch of Consolidated is off for one of his periodic jaunts to New York. Columbia's Bill Elman, one of the last to be hit with the grippe, back at the office.

Leo Choquette, ran into tough luck when his house, the Empire burned completely in a $500,000 fire which swept the town of Jonquiere last week. In all, nine stores and a number of dwellings were razed.

While the Capitol got plenty of expected publicity for "Lost Weekend," when the saluting base of the Grenadier Guards was established under the marquee, they also got more from an unexpected quarter last week. While patrons sat inside enjoying the feature, a gunman was just outside under the covered fire escape at the rear of the house trussing up a jewelry store messenger and gagging him. The thug took leave with $15,000 in cash and checks.

The Imperial in St. Johns was the scene of a break-in and theft last Saturday. With a suspect before the courts Monday the house was again broken into and the sum of $800 removed from the smashed safe the same night. Another suspect was nabbed and police are faced with determining whether the two are in cahoots.

Bob Johnson, former salesman with Alliance Films has moved back to his old post at Monogram. Meanwhile, Ike Sourkes, who left Monogram recently, has moved in to fill Johnson's slot.

ATLANTA

The world premiere of 20th Century-Fox's "Colonel Effingham's Raid," which was billed as an "all-Georgia" production, did the biggest week's business in the history of the Paramount Theatre. The event was attended by Charles Coburn, Macon-born, Savannah-reared star, and Berry Fleming, Augusta novelist, who wrote the book on which it was based. Lamar Trotti, former Atlanta newspaperman who produced it, was unable to attend. In an interview on WSB while here, Coburn was asked where he was born. "My father," he replied, "always said he found me under a rose bush in Macon, Ga." Next morning a huge bunch of roses was delivered to the actor's suite. Attached was a card reading: "A reminder that the rose bush where you were born is still in Macon."—Carl Schatzman.

Ollie Williamson, former Warner branch manager, is out of uniform and back at his old desk. Ralph L. McCoy, Warners' southern district manager, is in Miami to cure a persistent cold.

Bob Moscow, the newsreel photographer, has finished an interesting film on Atlanta's acute housing situation and steps being taken to remedy it. The Rialto Theatre runs his numbers.

Paul Wilson, 20th-Fox division manager and Mrs. Wilson, are back home after a visit to the studios.

T. H. Read, city manager of Georgia Theaters Company and his wife, Ruth, became the parents of a 7-pound son at St. Joseph's Hospital, January 27. The boy, their first child, was named Thomas H. Read III.

V. C. Leathers, formerly associated with the Georgia Board of Education, has been appointed manager of the new Atlanta branch of Confidential Reports, Inc. according to Jack Leven, general manager.

After sparking a big meeting at his home branch, Dave Prince, southeastern district manager for RKO Radio, captain of the Ned E. Depinet Drive, left on a flying trip around the company's exchanges. He was accompanied by Frank Drumm of the home office.

Return of Boyd Fry to his old post as manager of Loew's here and transfer of Frank Henson back to his old post as manager of the Loew's house in Akron, O., was announced by W. A. Finney, southern division manager of the circuit.

T. H. Read, Georgia Theatres' Atlanta city manager, announced the following changes here: Marie Johnson, for three years manager of the Capitol, has resigned and is returning to South Georgia, where she has considerable real estate interests. Ted Munson, former manager of the Roxy, moves next door to succeed her. Sam George, for the past year manager of the Paramount, comes across Peachtree to take charge of the Roxy. Frank Bickerstaff, former city manager at Athens, Ga., takes over the Paramount.

Friends of W. H. Holmes, dean of Atlanta showmen, are glad to learn he is improving at Emory University Hospital following an operation. "Uncle Billy," long connected with the Erlanger Theatre and the Atlanta Baseball Club, celebrated his 73rd birthday January 29 the day before entering the hospital.

Arthur Bromberg, president of Monogram southern exchanges, off to New York.

Ygnacio D. Carbonell and Dr. Fred Carbonell of the Strand and Monroe theatres, Key West, Fla., visiting Atlanta.

Film Row visitors: Wendell Welch, Strand, Dallas, Ga.; O. C. Lam and son, John, Lam Amusement Company, Rome, Ga.; Ed and Hugh Martin, Martin Theatres, Columbus, Ga.; Joe Burtz, Desoto, Lake City, Fla.; Paul Engler, Birmingham, Ala.; Herman Silverman, Wometco Circuit, Miami.

Henry Krumm, UA branch manager, back from a visit to Dallas.

Appointments: Lester Swaebe, house manager, Bibb Theatre, Macon; B. F. Fruitticher, house manager, Wies Theatre, Savannah.

S. M. Leonard, who lost his theatre at Gainesville, Ga., by fire, plans to reopen shortly in Loganville, Ga.

The Georgia Legislature adjourned without taking action on either a bill introduced to ban Sunday movies or a proposal to establish a state board of motion picture censorship modeled after the Virginia board. The latter was intended as a revenue measure.



EXHIBITORS GUESTS OF ROSIAN. Prior to the first midwest screening of "The Seventh Veil," in Cincinnati, Peter Rosian, Universal district manager, entertained a group of prominent exhibitors and circuit executives at a luncheon at the Netherland-Plaza Hotel. Shown above (clockwise) are Col. Arthur Frudenfeld, RKO division manager; Maurice White, Libson-White Circuit; Nick Shafer, Shafer Circuit; Robert L. Libson; Mike Spanagel, Libson-White Circuit; Rosian (standing); Willis Vance, Vance Circuit; Vic Coeffle, Marcus Enterprises; F. W. Huss, Associated Theatres, and Ralph Kinsler, Kinsler-Shard Circuit.

NEW YORK

Effective last Friday, the Community Theatre, Millbrook, under its new operator, Alfred Alfieri, is being booked by the Island Theatre Circuit Corp., whch is also authorized to handle the buying and contracts for the house.

Sam Goodman of the Century Circuit, left last week for Miami Beach and a vacation. John Fioravanti and his wife, operators of the Dunellen, Dunellen, New Jersey, left for a vacation at West Palm Beach. Eddie Lachman, of the State, Boontown, will leave for Florida next week.

Elmer Sichel, former short subject booker for the Century Circuit, is back at his old job after a year in the Army.

Clarence Eiseman, head of the Warner exchange, is vacationing at Miami Beach.

Irving Richel, after 54 months in Army service, has been discharged and has returned as a booker to the Brandt Circuit. Ted Krasner, former booker for the Harold Eskin Circuit, has

been discharged from service and is back with the circuit.

Abe Dickstein, who was United Artists office manager at the exchange while Herb Richek was in service, has been transferred to the home office as assistant to Edward N. Schnitzer, upon the return of Richek.

Gus Solomon, Warner exchange sales supervisor, has returned from vacation.

Henry Fields of the Forum Theatre, Metuchem, New Jersey, is back from a Florida vacation. Irving Dollinger of the Plaza, Linden, left for a Mexico City vacation on February 7.

Installation of officers of the New York Film Board of Trade will take place on February 27.

Lou Falkoff, MGM New Jersey exchange booker, visited the exchange this week after returning from 38 months overseas service.

Jack Byrne, MGM Detroit district manager, has returned there after three days in New York.

George Dillon, Warner head in Mexico, is vacationing in New York City.

The 20th-Fox home office Family Club will have a party at the Capitol Hotel on March 5.

Paramount's home office contingent attending regional sales meetings this week at the Pierre Hotel include Charles M. Reagan, Pat Scollard, Oscar Morgan, Claude Lee, Hugh Owen, Joe Walsh, Fred Leroy, Alec Moss, Al Wilkie and Stanley Shuford.

Sid Blumenstock, Irving Kahn and Eddie Solomon of 20th-Fox have returned here after an Atlanta visit.

Leo Heller, Army dischargee, has joined Paramount's pressbook department. Tess Klausner, head of the still department, is battling the flu.

George C. Regan of 20th-Fox's Kansas City staff, was a New York visitor last week.

Captain Edward R. Evans has rejoined Pathe News following an Army discharge. Lt. M. Clay Adams, after a Navy discharge, is also back with Pathe.

The Paramount Choral Society gave a concert at the Andrew Freedman Home in the Bronx last week.

Fred M. Quimby, MGM short subject department head who has been in New York during the past week, has returned to Hollywood.

Joseph Goetz of RKO's Cincinnati-Dayton Division has been promoted to assistant division manager of the Chicago territory.

John Dacey, veteran RKO salesman, is recuperating from an operation to relieve an illness of over 15 years duration.

John Fernicola, 20th-Fox salesman, returned from a Miami vacation this week and Jack Sichelman, assistant to Tom Connors, left for a three-week Miami vacation.

Steve Pallos, former associate of Alexander Korda's and now in business for himself in England, was a New York visitor for the first time in three years.

Lillian Cohn, 20th-Fox biller, is recovering from a broken arm caused by a fall on an icy street. Branch Cashier Herman Rieper is recovering at a New Jersey hospital.

Cinema Lodge, B'nai B'rith, will publish its sixth annual year book in conjunction with a theatre party to be held at the Belasco Theatre, New York, March 14, where the play, "Home of the Brave," is current. Funds derived from the year book will be allocated for contributions to service and humane undertakings. Milton Livingston of *Motion Picture Daily*, Cinema vice-president and publicity chairman, has been appointed editor of the year book.

The Motion Picture Bookers Club will hold its seventh anniversary dinner dance at the Astor Hotel, May 19. Al Arnswalder of the MGM exchange is chairman of the affair. Co-chairmen will be Ed Richter, MGM and Dan Ponticelle, Warners.

BRIDGEPORT

All theatres in Connecticut have cooperated in every instance with the State Police and Fire Department recommendations and regulations during the past year, according to Inspector Earl R. Morin of the State Police. During the past year exhibitors were asked to make changes ranging from outside storage of props and other materials believed to be fire hazards to cutting new exits and effecting changes in projection booths. Inspections during the year were frequent and strict. Also inspections were made of the outside of the theatres to make sure that all exits were clear.

Phyllis Nelson has been appointed new chief cashier of the Merritt Theatre by Manager Edwin Riha.

The March of Dimes collections in the Strand Amusement Company's theatres totaled $1,201.30.

Fred Ramo of the Rialto, South Norwalk, is back from the armed services.

Manager Matt L. Saunders of Loew's Poli was a New York visitor last week.

Martin Works—As Usual—On Anniversary

One of the industry's pioneer exhibitors celebrated his 34th anniversary in the film business by working as usual when Roy E. Martin, president of Martin Theatres, put in a full day of work at his Columbus, Ga., office on February 2. Working as usual is Martin's stock in trade, and his many friends in the Southland were not surprised that he chose to mark the event in such manner. The head of the circuit, which now has more than 100 houses in Georgia, Alabama, Tennessee and Florida, declares he has never known anything but hard work.

Born on a farm in Harris County, Ga., Martin led the life of the average farm boy until the death of his father early forced him to take on responsibilities that were unusually severe for a boy. However, he soon showed the determination that later brought him a theatre empire when he moved to Montgomery, Ala., where he started in the furniture business. Martin became attracted by the "nickelodeons" as a means of making money and was able to acquire one of those early "store" theatres, with the admission five cents.

After a great deal of sacrifice, Martin and his wife built a theatre called the Pastime, and then had to leave it stand idle for a long period because they didn't have the cash to buy equipment.

"The day we finally opened the Pastime was one of the proudest in our lives," the veteran showman said.

Mrs. Martin died in 1928, leaving two sons, R. E., Jr. and E. D. Martin, who are associated with their father in the theatre circuit.

TORONTO

Veterans of the Canadian film realm made merry at the Royal York Hotel last Friday, for the fifth annual conclave of the Canadian Picture Pioneers, with Leo M. Devaney presiding. Ninety-eight members attended the afternoon business session to deal with their fund in memory of the society's founder, the late Clair Hague; initiated 35 candidates and elected the 1946 board of directors. At night, more than 200 Pioneers indulged in their first peace-time banquet. Members of the old board re-elected were Ben Cronk, Leo Devaney, Oscar Hanson, Morris Stein, Ray Lewis, Clare Appel and Jack Arthur. New directors comprise Len Bishop, Nat Taylor, Tom Daley and Hon. Earl Lawson.



BOSTON REGIONAL. Shown in attendance at United Artists' Boston regional meeting last week are (back row) Phil Engel; (standing) Irving Mendelson, Nathan Ross, Herb Shaefer, Harry Browning, Joe Cronan, George Hager and Phil Trent; (seated) John Dervin, Boston branch manager; Clayton Eastman, district manager, and Ray Wylie, New Haven branch manager.

Ben Freedman, owner of the Royal Theatre, Long Branch, Ont., was again elected president of the Ontario Council, Independent Exhibitors of Canada, at the annual session in Toronto. Bruce McLeod of the Fox, Kitchener, was returned to the vice-presidency and other re-elections were Harry L. Romberg, Metro Theatre, Toronto, as secretary and Harry Lester, Bonita Theatre, Toronto, treasurer.

John Grierson, now in England, is expected to return to Canada shortly to continue organization details for the International Film Associates, which he founded following his resignation last November as Film Commissioner of Canada's National Film Board, Ottawa.

So old that it is new, the Victoria Theatre was opened in downtown Toronto by Famous Players-Canadian Corporation with the presentation of "Doll Face" and a March-of-Time issue. The manager is R. M. McKibbin, who has just completed more than six years as an officer with the Canadian Overseas Army.

It is interesting to note that the only other theatre to be opened in the Dominion in the postwar period thus far is the Odeon, a first-run house in Winnipeg of Odeon Theatres of Canada Limited. Accordingly, the race between Famous Players and Odeon now stands even at one theatre opening apiece.

The Canadian Government abolished price controls Feb. 1 on an extremely wide range of goods and services which were not considered in the essential class nor in short supply but did not de-freeze admission prices. The belief prevails that theatre prices will remain fixed for a long period.

That the Federal Government of Canada would persist in the collecting of an amusement tax, created as a war measure for revenue purposes, was brought out in the adjournment of the co-ordinating committee of the Dominion-Provincial Conference at Ottawa. This levy is a 20 per cent excise tax on daily theatre grosses.

Married in Hawaii to Capt. J. J. Fitzgibbons, Jr., when the latter was serving with the U. S. Pacific force, Mrs. Fitzgibbons and her young baby have arrived in Toronto to join her husband, who is general sales manager of Theatre Confections Limited. She met for the first time her father-in-law, President J. J. Fitzgibbons of Famous Players.

The Toronto Board of Trade, joined by local exhibitors, have organized to combat the move of the Civic Works Committee to prohibit the erection of signs and marquees over public sidewalks and to make a substantial increase in the

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REGIONAL — *Continued*

annual license fees for such projections. The Board held a joint rally this week to frame a plan of action.

Associated with N. A. Taylor, his brother-in-law, in 20th Century Theatres, Toronto, for more than ten years, Raoul Auerbach has also become general manager of Exhibitors Booking Association, which is operated by Taylor. Barney Fox, who left the RKO office in Toronto in 1941, has been made manager of EBA, of which he is head booker. Dave Mandell has been promoted to maintenance manager of the 20th Century Theatres Circuit.

Returning to Canada after three years with the Canadian Army, Jerry Collins, former sergeant, has resumed his position as assistant manager of Loew's Uptown Theatre, Toronto.

The Circle, Toronto, of the 20th Century Theatres Circuit, is to be enlarged by the construction of a balcony and the removal of the stage.

Clarence Jeffrey, former captain in the Canadian Army recently decorated with the Order of the Bronze Lion by the Netherlands Government, has been appointed manager of the Capitol, Welland, Ont., by Famous Players, succeeding James Dodsworth, resigned.

CHICAGO

Theatre engineers received a ten-cents-per-hour wage increase as the result of a settlement just completed between the theatre owners and the Engineers' Union, the pay to be retroactive to September 1, 1945. The basic pay was advanced from $1.50 an hour to $1.65.

The Chicago Variety Club is soon to move from the Blackstone Hotel to the Congress, according to Chief Barker Jack Rose. Quarters are now being made ready at the Congress.

Balaban and Katz have advanced their evening admissions in neighborhood houses by five cents, placing them on a Sunday and holiday basis. Other circuits have not upped the charges yet, but have advanced the time for evening prices to six o'clock, a half hour earlier then heretofore.

The following officers were elected at the annual meeting of the National Electric Sign Association: president, Herbert B. Link; vice-president, W. H. McBride; secretary-treasurer, K. C. Johnson. Maurice R. Ely was re-elected executive secretary. In addition to Mr. Link and Mr. McBride, other new directors elected for two year terms were Frank T. Balton, G. K. Comstock, R. C. Hunt, and C. A. Pollak.

Essaness Theatres Corporation has acquired all of the stock owned by Emil Stern in the Essaness Theatres Corporation. Mr. Stern remains with Essaness as general manager.

Despite difficulties of getting materials, the Warner Theatres construction department reports that work has been finished at the Frolic Theatre, where a new DaLite screen has been installed, plus a completely new decorating job. Other theatres in the Warner chain getting a face-lifting include the Oakland Square and the Hammond.

The Bertha Theatre, formerly operated by the Koppel Circuit, has been taken over by Essaness.

The Palace Theatre in Cicero, Ill., which was a unit in the Schoenstadt Circuit, has now been bought by James Booth, chief Essaness buyer, in association with Howard and Bob Trinz of Trinz Theatres.

"Fallen Angel," 20th-Fox release, goes into the B & K Roosevelt this Friday for its Loop run.

Donald Mack of the Filmack Company has celebrated his release from the Army by marrying Dorothy Freeman of Milwaukee.

Ben Cohn, associated for 18 years with James Coston, Warner Theatres executive, died last week. More recently Cohn was manager of the Warner Frolic Theatre.

Leo Schauer, late of the U. S. Navy, has returned to his duties as office manager of the 20th Century-Fox exchange.

Don Johnson has been named manager of the Palace Theatre, Cicero, under Booth-Trinz operation.

Irving Levine is the newest addition to the Phillips Theatre Chair sales department.

Six Iowa theatres recently changed hands. The State, Clarence, owned by John Butler, has been sold to Joe E. Groth; the Fenton, Fenton, owned by Fred Thacker, has gone to Lee Woods; W. R. Arndt has purchased the Corn, Everly, from C. J. Scholerman; the Strand, Edgewood, went to Lyle Eastman from Frank T. Lilly; the Coggan, Coggan, owned by Don Brown has been sold to Joe Smay and the Times, Davenport, has been sold by A. C. Sweetman to Clarence Wilson.

L. E. Haskins has opened the Viola, Viola, Ill., after a complete overhauling.

Peter B. Poulos is planning to build a 650-seat theatre at Griffith, Ind. The house will be finished September 1.

B. T. Philon of Cicero is planning to build or acquire a now-operating theatre in the near future.

The Grand, Aurora, under Ward Enterprises management, will be remodeled as soon as materials are available. The Blackstone, Dwight, Ill., will also be remodeled.

Will Dassaw, National Theatre Supply manager, is recovering from pneumonia.

"The Last Chance" at the World Playhouse is breaking house records.

Vince Avery, Army dischargee, is assistant manager of the Esquire. Elmer Balaban and his family are vacationing in California. Harry Balaban has returned from a Detroit theatre inspection tour.

"Mildred Pierce" is starting its sixth week at the Roosevelt. "The Daltons Ride Again," is in its fourth week at the Garrick; "Scarlet Street," is in its fifth week at the Palace and "Bells of St. Mary's," at its fifth week at the Woods. New films are "Lost Weekend" at the Apollo; "The Harvey Girls" at the State Lake and "Abilene Town" at the Oriental.

Will Hays has left St. Luke's Hospital for California accompanied by his wife.

The meat strike settlement is helping neighborhood theatres. The Loop houses are packed daily anyhow, strike or no strike.

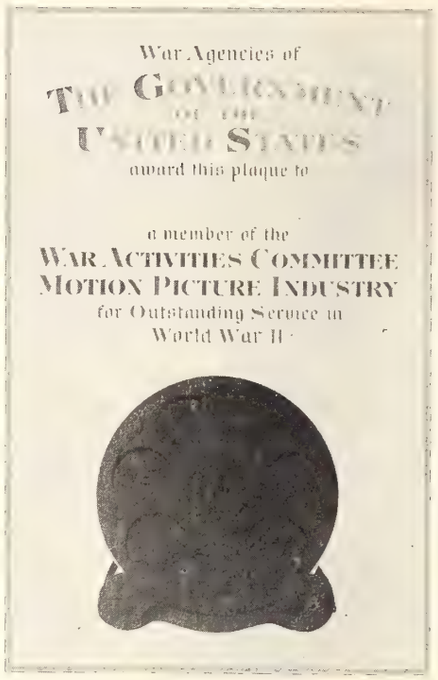
Theatre engineers have been given a 10 per cent boost in a new wage increase, with double time for over a 40-hour week retroactive to last September 1. The base pay is $1.65 an hour.

Work has been finished on Warners' Frolic, with a new screen and new toilet facilities installed and the inside of the house modernized. Improvement plans for the Hammond have been delayed due to difficulties in securing materials, with contractors backward about bidding for the job.

Capt. Hugh Ward, Army dischargee, is back at the Cosmo Theatre of the Warner Circuit.



WHEN SALES AND PRODUCTION MEET. Dave Prince (right), captain of the Ned Depinet Drive, visits the "Notorious" set at the RKO Radio studios. His lieutenants, J. H. MacIntyre, western division sales manager, and Harry Gittleson, assistant to the western division sales manager, are shown at the left, while in the center is Alfred Hitchcock, who is directing "Notorious," and next to him Cary Grant, who is co-starred with Ingrid Bergman.



REGISTERED FOR AWARD? Theatremen and theatre employes who worked for and aided War Bond drives and other government-sponsored activities during the war are eligible to receive the scroll shown above, inscribed with their names, as a citation for their patriotic contribution to the war effort. Those who do not definitely know that their names are on file as active participants in such war activities are urged by Max A. Cohen, chairman of the War Activities Committee's Special Events Committee, to register with him their name, address and the particular events in which they participated.

HARRISBURG

Theatremen and exhibitors of this section were guests of the women's division of the State War Finance Committee at a final party and reception in the State theatre. About 400 persons attended the screening of "The Road to Utopia." A buffet supper was served in the lobby. Among those present, in addition to the theatre staffs were Mrs. Edward Martin, wife of Governor Martin, honorary chairman of the State Committee; Ruhland G. Reppman, State director; Thomas B. Schmidt, State vice-chairman; Benjamin H. Wolfe, regional and Dauphin county chairman; and Mrs. Helen U. Loewen, Women's

State chairman. Honored guests were Gerry Wollaston of the State, and Sam Gilman, Loew's Regent. Wollaston was special events chairman for the WFC throughout the war, and Gilman was chairman of the WAC of the motion picture industry. All exhibitors received plaques and medals.

New assistant manager at the Senate is William Earley of Wormleysburg, a Naval veteran having service in both the Pacific and European theatres. He holds the Purple Heart, and a number of other decorations. Earley is a former usher at the Senate. He succeeds Alex Barket as assistant manager.

Joel Levy, feature booker for Loew's out-of-town circuit, was in Harrisburg for several days.

A special screening of "The Lost Weekend" was given recently by Gerry Wollaston, State, for members of the clergy, State Liquor Control Board, State Welfare Board, physicians, prison board members, city and county officials. Comments were favorable from all present, including the ministers.

Spasia "Spike" Todorov has returned to his home in Steelton after two years' service in the Navy overseas, and is resting before thinking of work. He is former assistant manager at the Colonial.

ST. LOUIS

Edward B. Arthur of the Fanchon & Marco-St. Louis Amusement Company theatres in St. Louis, has announced the final figures in connection with that circuit's record in the Victory Loan Campaign. A total of 11,606 individual bonds were sold, including 11,342 "E" bonds and 264 bonds of the other issues. The maturity value of the "E" bonds sold was $1,186,750.00, and for the other bonds $8,246,000, making the grand total of sales $9,432,750.00, marking the greatest number and value of bonds sold during any of the various war financing campaigns.

The Roxy Theatre was closed on February 4 and 5 while mechanics of the General Installation Company installed a modern air-conditioning system. Bess Schulter, owner of the theatre, said the improvements will cost about $5,000. Mrs. Schulter recently completed the installation of new booth equipment at her Columbia Theatre.

A resolution proposing the General Assembly submit to a vote of the people a constitutional amendment to permit the levying of an additional 2 per cent sales tax for the payment of a soldiers' bonus was due to be presented to the State's lawmakers this week. The proposed amendment would authorize the issuance of a maximum of $150 million in bonds to mature in not more than 25 years and to bear not more than 5 per cent interest. Each person eligible for the bonus would be paid $10 a month for each month in active service between December 7, 1941, and September 1, 1945, up to a total of $400.

Louis K. and Joseph C. Ansell, owners of the Ansell Brothers Theatres, headed the group of local business men who recently acquired control of the State Bank & Trust Company in the Wellston District of St. Louis County. The bank has total deposits of about $7,500,000. Joseph C. Ansell is also president of the Metropolitan Loan & Investment Company of St. Louis.

Yvonne De Carlo, Universal Pictures star, recently was selected to judge Lindenwood College's annual "Romeo" contest. Students of the college are to submit photos of their favorite men and from these Miss De Carlo will select the Romeo of 1946.

The Commercial Music, Inc., 510 North Sarah Street, has been incorporated with 90 shares of $100 par value stock to engage in, conduct and carry on the business of manufacturing, buying, selling and dealing in music and electrical equipment, toys, novelties, etc. Incorporators were John Pohl, Jr., Edward A. Ackel and John R. Stengele.

The new Milford Theatre was opened recently in Milford, Ill., by C. W. Ritenour. The house was damaged by a fire in November and was completely rebuilt in the reconstruction process.

Eugene Murray is the new manager of the Kansas Theatre, Kansal, Ill., which reopened recently under the ownership of H. S. Butler of Hillsboro, Ill.

The Bloomer Amusement Company has reopened the Ritz, Belleville, Ill., which was closed down last August for extensive remodeling and decorating. Wesley Bloomer is the manager. The company also has the Rex here.

Woodrow Spaugh, Army Air Corps veteran, is the new assistant manager of the Grand Theatre, Sullivan, Ill., which is owned by Lee Norton.

Edward J. Rosecan is installing new sound equipment in his Rialto Theatre, Cape Girardeau, Mo. New arc lamps are also being added. Rosecan also has the Rialto, Hannibal, Mo.

Bill Giachetto, son of Dominic Giachetto, treasurer, Frisina Amusement Company has been named assistant manager of the Roxy Theatre, Springfield, Ill. He succeeds John S. Greemore.

Angelo Lellegrini, who was assistant manager of the Varsity, Decatur, Ill., prior to joining the Army, has been released from military service and expects to rejoin the Frisina Amusement Company in some capacity.

John Sturm, maintenance supervisor for the Frisina Amusement Company Theatres, recently was discharged from military service and has resumed his duties with the company.

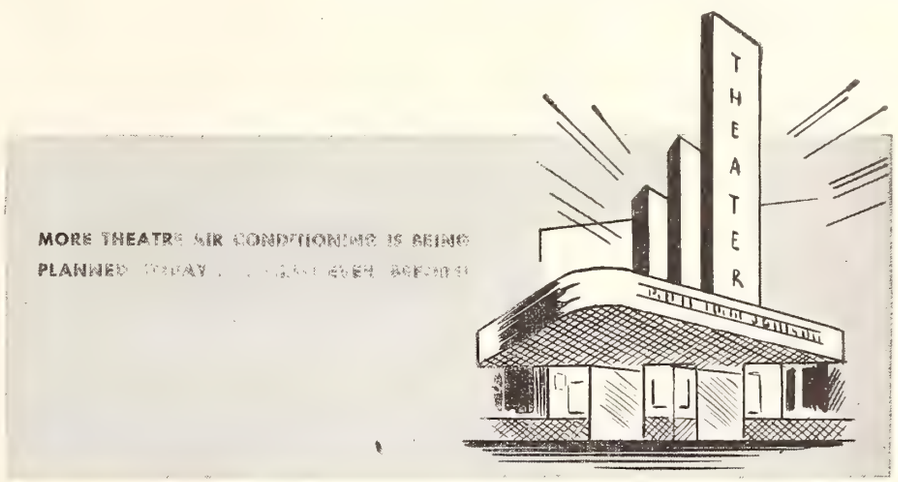
The wife of Tony Serra, manager of the Rivoli Theatre, expects to return home shortly from St. John's Hospital, where she is convalescing from a serious illness.

Al Attora, a projectionist at the Roxy Theatre, Springfield, Ill., has been elected Commander of a local American Legion Post.

INDIANAPOLIS

Harry Hays, who has been on the United Artists sales staff for several years, has been made office manager and head booker. His old

(*Continued on Page* 38)



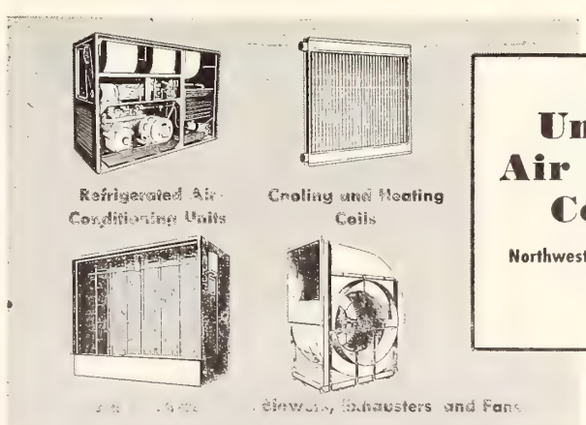
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REGIONAL — *Continued*

spot has been filled by Timothy (Tim) Cleary, recently resigned from the MGM sales organization. Cleary will call on Indianapolis exhibitors and cover northern Indiana territory.

Robert O. Miller, Republic Pictures student salesman, made his maiden trip last week with Herman Morgan, calling on exhibitors over the state.

Mary Szumowski is the new booker at Film Classics.

Joseph Stamand, who operates the Flora Theatre, Florida, Ind., announces the acquisition of additional space for enlarging the house.

Grace Wolford, who formerly operated the Hamilton here, has sold out to R. C. Bireley.

Kenneth Dotterer, 20th-Fox, returns to the sales staff, taking the central Kentucky territory.

Fred Dolle of the Fourth Avenue Amusement Co., Louisville, is confined to his home by illness.

Mrs. Robert Hunter, whose husband operates the Avalon, Indianapolis, died last week after a brief illness.

Comdr. L. F. Hewett, U. S. N. construction engineer of New York City, is here supervising the remodeling of the Universal exchange building.

It is reported, but not confirmed, that the Settos Circuit is building a new theatre at Preston Street and Eastern Parkway Boulevard, Louisville.

Wanita Boyd, wife of Charles F. Boyd, manager of the Ritz Theatre, died last week after an illness of several weeks.

Earl Herndon, Affiliated Theatres, remained away from his desk several days during the week because of illness.

Exhibitors booking during the week were: Joe Schilling, Connersville; G. Henley, Carthage; Maurice Steinkamp, English; and Bob Hudson, Richmond.

Fred Switow of the Switow Circuit, Louisville, left last week for Mexico for a rest.

Edward Campbell of Williston Theatres, Louisville, was a business visitor there last week.

Robert (Bob) Shrader of Warners' sales staff has taken up his residence in Indianapolis after living in Louisville the past two years.

PITTSBURGH

It is like old home week in the local motion picture industry this week with all of the out-of-town film executives who were summoned to appear as witnesses in the Ball vs. Paramount Pictures *et al* suit which re-opened in Federal court on Monday, with Judge R. M. Gibson presiding. The action, an anti-trust and injunction suit, was started more than a year ago. In addition to home office representatives of most of the film distributing companies involved called as witnesses are Bryan D. "Buck" Stoner, now district manager for 20th Century-Fox on the Coast; and Clay V. Hake, former branch manager for 20th Century-Fox in Pittsburgh and now head of Paramount Pictures in South Africa.

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VISIT TERRYTOON STUDIOS
Charles Schlaifer and members of the 20th Century-Fox advertising, publicity, exploitation and radio departments, visited the Terrytoon Studios in New Rochelle, N. Y., on the occasion of founder Paul Terry's 30th anniversary in the industry. Among those attending were William Weiss, William J. Kupper, Jr., William Clark, Rodney Bush, Christy Wilbert, Earl Wingart, Jonas Rosenfield, Jr., Lou Shanfield, Abe Goodman, Jerry Novat, Leonard Gaynor, Morris Kinzler, Hal Danson, Bill Bentley.

Film Row also gave a hearty welcome to Ira H. Cohn, who acted as branch manager for 20th Century-Fox in Pittsburgh for 15 years and in the same capacity for that company in Buffalo for the past two-and-a-half years, when he returned here this week to become branch manager for United Artists, succeeding William Shartin, who was recently transferred to the Cleveland office.

William Satori, sales representative in the West Virginia territory for Universal for more than eight years, has resigned to take over a new assignment not yet been announced. James Fallon, salesman for Republic Pictures Corporation, has also resigned.

A surprise party was given last week by the MGM Pep Club in honor of Kay Lockhart to celebrate her 25th anniversary as an employe of the company. At present Miss Lockhart is secretary to John J. Maloney, Central division sales manager.

F. D. "Dinty" Moore, branch manager for Vitagraph, Inc., has sold the Strand Theatre, Orbisonia, Pa., to the Alpine Theatre Circuit.

E. F. Anderson, back after five years in service, has been appointed manager of the independent film company organized and owned by Louis Krieger. Krieger is leaving for the West Coast to distribute independent product there.

Goldie Mandel, booker for Paramount Pictures, and ex-GI Philip Sisser were married last week and are now on an Eastern honeymoon. Virginia Kearns, of 20th Century-Fox, and Charles Bayles, just released by the Army, were married on Monday last.

DENVER

Paul Hoppen, formerly operating the Plaza, was refunded $130 in rent as a result of a ruling by the OPA. Mr. and Mrs. Hoppen had rented an office in the Tabor building, later receiving permission to live there. Then came the huge boost in all business rents. But the OPA ruled that since they were using their office as a residence the rent could not be raised; hence the refund.

Henry LeClair has been named manager of the Webber.

Claude Graves, Albuquerque, N. M. theatre owner, was on the Row. He is recovering from a recent ear operation.

Changes made in the Fox-Intermountain district include putting Vern Fletcher, returned service man, into the Paramount, Idaho Falls, Idaho, as manager. He succeeds Orval Helwege, who goes to the Babcock, Billings, as manager. Ed Conahan goes into Ogden, Utah, as assistant city manager. Murray McBride, recently returned to Billings, Mont. from the service, will manage the Empire, newly opened move-over house.

The projected improvement job on the Babcock, Billings, Mont., will include erection of towers on the front which can be converted as receiving antenna for television programs.

The American, Butte, Mont., formerly closed Wednesdays, is again operating full time.

DETROIT

With the General Motors strike in its tenth week, and both the Ford Motor Co. and the Packard Motor Co. closed by the national steel strike, Detroit's entertainment houses are beginning to feel a marked box office drop. The neighborhood houses have been particularly hard hit by the strike.

Albert Dezel, manager of the Film Classics office here, has gone to New York for a week of conferences. He plans also to visit his other offices in Cleveland and Cincinnati.

Hank Kauffman, manager of branch operations for Columbia Pictures, is conferring in the area. Following the conferences, Carl Shalit, central division manager, will head for Indianapolis.

Gene Darlow, treasurer of the Downtown Adams Theatre combine, has returned to his post after 30 months in the Armed Forces.

Airlines to Conduct Research On Nitrate Film Shipments

Research to determine the safest carrying methods for the transportation by air of nitrate motion picture film will be carried on by the newly-formed Shipper's Research Division, established in Washington by the 24 United States flag airlines comprising the Air Transport Division of America, it was learned this week.

During the war, shippers and airlines were forced to use fibreboard whereas formerly metal containers were employed. Shipping and airline officials now question the safety of the fibreboard containers. It is believed the research work will result in a new standard container that will satisfy all safety demands.

Warner Bros. Plans to Elevate Eight More to Star Status

Eight young players are to be groomed by Warner Bros. for stardom this year, it was announced this week by Executive Producer Jack L. Warner, thereby continued the policy of the company to develop the largest possible roster of name players. The new budding stars are Martha Vickers, Dorothy Malone, Joan Lorring, Peggy Knudsen, Joan Chandler, Robert Lowell, Don McGuire, and Arthur Kennedy.

Waiting for Bus Pays Off

Stella Fleeman, chosen for a role in Pine-Thomas' "Big Town" while she was waiting for a bus, will be tested for a long-term Paramount contract. The company picked Miss Fleeman in a stunt to determine whether an inexperienced unknown could be developed into star material.

'U' Promotes Morgan B. Cox

Universal announced this week that serial supervisor Morgan B. Cox has been promoted to the status of executive producer. In addition to producing serials Cox will also have charge of three feature pictures, "Murder Is So Informal," "Calude's Wife," and Dostoyevsky's "The Double."

Coming Next Week
STR INDEX FOR 1945

SHORT SUBJECT REVIEWS

The Golden Hunch *(Excellent)*

MGM (K774a) Passing Parade 10 mins.

John Nesbitt presents six moments in history when scientists made their great discoveries on hunches, brought about by thinking along lines of personal tragedies and experiences. The subject tells how the X-ray was discovered by accident; how shatterproof glass was invented by the scientist whose wife was disfigured by flying glass; how celluloid was invented by a man searching for a replacement for ivory in the manufacture of billiard balls; how a conscience-stricken doctor found the cause of child-bed fever; how Dr. George Washington Carver discovered the many industrial uses to which the lowly peanut can be put and how a chemist experimented on his dying child with what is now known as sulfanilamide as his only hope of saving the child, thus releasing its priceless benefits to humanity. An excellent, interesting short for any type of program.

Musical Masterpieces *(Excellent)*

MGM 10 mins.

The Flight of the Bumble Bee, Donkey Serenade and Tales From the Vienna Woods are three familiar pieces of music depicted by MGM in this miniature musical through the voices of Carlos Ramirez and Lucille Norman and produced with opulence usually associated with super-special deluxe feature productions. A combination of illusory photography and symphony orchestrations are combined to give every possible aid to the singers as they go through their paces. The music is excellent, the singing tops and the acting of the two principals far surpasses anything expected in a short. This "Masterpiece" was directed by Merrill Pye, and written and produced by Sam Baerwitz. Excellent for any program.

Ten Pin Titans *(Good)*

RKO (64,303) Sportscope 8 Mins.

Bowling, the popular pastime for millions of sports enthusiasts, is the theme for this latest release. Eye-popping trick shots are performed by such ace-keglers as Mary Jane O'Donnell, Audrey Gersch, Nelson Burton and Buddy Bomar, who show just how the game should be played. For the millions of ten-pin devotees, this reel will be of great interest, while others will find the display of accuracy and skill thoroughly entertaining.

Flicker Flashbacks *(Amusing)*

RKO (64,203) 7 Mins.

Using the same amusing format set by previous Flicker Flashbacks, this issue sweeps the cobwebs from a Biograph melodrama made back in 1908. It has to do with a camera-inventor's murder; the unjust accusation of a female by the villain; the hero turning states evidence and the real murderer, the villain, caught. This is followed by another drama, starring Owen Moore, back in 1909 in which the accelerated moving figures, displaying every hammy emotion known to man, prove that love will triumph over all. Good for plenty of laughs.

Arcaro Up *(Fair)*

RKO (64,304) Sportscope 8 Mins.

Narrator Clem McCarthy takes audiences behind the scenes of the sport of kings to show what makes the mighty midgets of the turf, the highly paid jockeys, tick. Popular Eddie Arcaro, star rider of the Greentree Stable and one of the most outstanding jockeys on the track today, is the leading character in this reel, depicting the coordination of jockey and trainer, the careful study of the horse and its whims, and what is required to boot home a Kentucky Derby winner. Providing an exciting climax for this issue, Arcaro is shown, amid flashes of enthusiastic two-dollar bettors, riding his mount successfully to a photo finish. Racing fans and horse lovers will go for this.

Man's Pest Friend *(Good)*

Para. (D5-1) Little Lulu 8 mins.

Little Lulu and her dog, Pal, run into all sorts of amusing complications in their efforts to escape from the dog-catcher. Each time he ensnares Pal, Lulu outwits him until he becomes madly frustrated. Every gag in the books is employed, until the dog-catcher finally gives up and gets caught himself.

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Newsreel Synopses

(Released Wednesday, February 6)

MOVIETONE (Vol. 28, No. 45)—Problem of atomic energy given to UNO commission; Army scientists reach the moon with radar; Gouin becomes French president and picks his cabinet; President Truman leads March of Dimes tribute to FDR; John L. Lewis welcomed back to A. F. of L.; General Donovan decorated by Cardinal; Gene Tierney's hand and footprints in cement; Heat wave in Australia; Ocean sailing race.

NEWS OF THE DAY (Vol. 17, No. 243)—Radar contacts the moon; DeGaulle quits in French crisis; John L. Lewis rejoins AFL, ending ten-year labor feud; President and movie stars in March of Dimes climax; Glamour school, New York style.

PARAMOUNT—(46)—Submarine fleet resting; Pope honors General Donovan; Lewis back in AFL; Joe Louis on tour with Louis Russell band; Nation remembers Franklin Roosevelt in 1946's March of Dimes; Gouin succeeds DeGaulle; First man-made contact with moon achieved with radar.

RKO PATHE (Vol. 17, No. 46)—Radar contacts the moon; DeGaulle resigns, Gouin is new President. Truman and Nation mark Roosevelt birthday; Germany holds first free election; U. S. sub fleet goes into storage.

UNIVERSAL (Vol. 19, No. 473)—Radar contacts the moon; March of Dimes hits stride; Byrnes urges A-bomb for peace; Gouin new French President; Big telescope nears completion; Lewis rejoins A. F. of L ranks.

ALL-AMERICAN (Vol. 4, No. 172)—First Negro on UNNRA returns to Louisville; Jazz band goes to Capital; New Catholic school for Negroes in Alabama; New officers of NAACP confer in Oregon; Los Angeles man carves wood as a hobby and achieves art; All-Negro staff of nurses at Camp Beale hospital; Meet Lolly Pop and hear what happened in the South Pacific.

(Released Saturday, February 9)

MOVIETONE (Vol. 28, No. 46)—Transport plane sets record; Churchill goes visiting; Twenty-one killed in plane crash; China's army off to Manchuria; British wives come to U. S.; Dog saves master from drowning; Fashions for skiis; Speed skating; Snow shoe racing; Millrose game.

NEWS OF THE DAY (Vol. 17, No. 244)—GI war brides and babies arrive; Airliner with 52 aboard sets new trans-U. S. mark; New Chinese Army; Winter sport fashions; Churchill at races; Millrose track classic; Wild West roundup in Florida; National ice skating meet.

PARAMOUNT (No. 47)—Big League tryouts for ex-GIs; Chinese take over; Airliner smashes record; Churchill's busy day; UNO names site; British war brides arrive.

RKO PATHE (Vol. 17, No. 49)—GIs English brides arrive in America; Transport record flight across nation; Army of occupation sails for Manchuria; Harry Hopkins dies at 55; New fabric walls resist stains; U. S. opens bridge across Rhine; Herring fleet catches vital food.

UNIVERSAL (Vol. 19, No. 474)—English war brides arrive in U. S.; Famous cruiser retired; U. S. moves China troops; Houseless veterans take over hotel; Snow shoe carnival; Millrose games.



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Cleveland, Imperial
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Detroit, Allied
Kansas City, King Enterprises
Los Angeles, Astor
Memphis, Astor-Dallas
Milwaukee, Astor
Minneapolis, Film Classics
New Orleans, Dixie
Canada, Peerless Films, Ltd.
New York, Astor
Oklahoma City, Astor-Dallas
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CLOSEUPS ON PICTURES IN WORK

RKO Radio, Monogram, Paramount, 20th-Fox, Universal Lead In Production Activity; Monogram Making Several Series Films; Republic Experimenting with Color Process

RKO RADIO Up to Last Year's High Production Performance; Six Pictures Before the Cameras.—With "The Dark Mirror," probably to be released through RKO, this studio has one of the best shooting records in Hollywood. "Mirror" joins "Sister Kenny," "Crack Up," "Desirable Woman," "Double Trouble" and "A Likely Story," all rolling at this time. This time last year RKO had nine films either before the cameras or in final phases of editing; it has an equal number this year.

It is interesting to note that just a year ago, the studio was finishing "Spanish Main," and a week from today plans call for its sequel, "Sinbad the Sailor." Morgan Padelford will serve as associate Technicolor director on this ambitious undertaking, evidently justified by the big grosses rolled up on "Spanish Main." Veteran character actor George Tobias plays the role of Douglas Fairbanks' constant companion. George Barnes is in charge of photography. Maureen O'Hara and Walter Slezak also appear as does ex-wrestler Mike Mazurki.

RKO picked up its option on James Warren, whom they are grooming as a new Western star. He recently appeared in "Badman's Territory."

Robert Cummings is set to star in "The Biggest Thief in Paris," to be produced in the fall by Val Lewton.

COLUMBIA Production Program at Low Ebb; Threat of Labor Trouble Probable Cause.—"The Walls Came Tumbling Down" was scheduled to be finished shooting this weekend, and final scenes for "The Story of Jolson" are being shot. "Hop Harrigan," serial, is closing up shop, too. This setup is weak as compared to last year's shooting at a comparable date, when Columbia had six films either rolling or getting a final going-over. Like other studios in Hollywood, Columbia's production is being affected by the current labor situation. Columbia reflects a general downward trend in production in the film capital.

"One Life Too Many" is one of the pictures caught in the current production snarl; its starting date is tentative. With luck, the picture will roll this week. Michael Duane, recently discharged from service, is set to resume his acting career by playing the male lead in this picture. John Sturges, ex-vet, directs.

Following the angle currently employed by other studios in appealing to the huge bloc of school-age audiences, Columbia is planning a teen-age musical called "Betty Coed."

REPUBLIC Threatens to Close Its Studio Entirely; President Yates Predicts Other Studios Will Also Close.—The big news from Republic was the threat by Herbert J. Yates, president, to close down the studio until labor finds accord within its ranks.

Echoing Yates' sentiments was the dismal production schedule, only film shooting is "The Invisible Informer." Last year at this time, four pictures were under way.

Brighter facts at Republic are the finishing of the latest Roy Rogers specials, "Rainbow Over Texas"; a tentative starting date of February 14 for "My Pal, Trigger," next Rogers release; and ambitious plans for extending the studio's "A" picture production. Plans call for five big films, to cost between $750,000 and a million dollars, to be shot in the next three months. First of these is to be "Earl Carroll's Sketchbook," which may roll late this month.

Republic is experimenting with a color process of its own; for the time being, Technicolor productions are not being made.

The studio announced a new star for the "Red Ryder" series; Allan Lane takes the place of Bill Elliott, who will do dramatic roles in straight films. Martha Wentworth plays "The Duchess" in the series, the same role she handles over the air, and Bobby Blake plays "Little Beaver," the Indian boy.

MONOGRAM Maintains Production Tempo; Bowery Boys Film Starts.—This studio continues to come along consistently, delivering pictures with regularity. If ever a studio believed in series, Monogram is the one. The results seem to justify this practice because series are being increased rather than decreased. Exemplary is "In High Gear," second of the Bowery Boys line-up, which is just starting before the cameras. The series stars Leo Gorcey with Huntz Hall, Bobby Jordan and Billy Benedict. Known last year as "The East Side Kids," under the production of Sam Katzman, the boys received a name change the same time they acquired a new producer, Jan Grippo.

Now being edited is the latest Johnny Mack Brown, "Code of the Drifter," one of eight scheduled. The second of the new "Shadow" series is completed and being given a final check-up. Titled "The Shadow's Shadow," it features June Clyde, Robert Shayne and Jean Carlin in the cast. "West of the Alamo" is all done; this Jimmy Wakely Western is indicative of another of the studio's standard series.

Carry-over from last year are the Charles Chan regulars and the "Cisco Kid" series. Gilbert Roland, just out of service, succeeds Duncan Renaldo in "The Cisco Kid" efforts. Another series is "The Teen-Age" group, with one already completed.

King Bros., claim they will spend a million dollars on the next Belita special, "The Hunted." Belita is supposed to return to this country from England shortly. Her "Suspense" is still awaiting a national release date.

PRC Halts All Production; Plans Are Bright for the Future.—There is nothing at all shooting here at this time. However, the Di-Cicco picture, "Avalanche," is scheduled to start

(*Continued on Page 42*)



PRODUCERS THREE. Latest producing unit formed by International Pictures brings three producers into a single group. They are Fred Finkelhoffe (left) and Chester Erskine (right) who are teaming to make International Pictures for the new season with Leonard Goldstein (center) as their associate. International will double its pictures for 1945, its releases going through the newly organized United World Pictures Company exchange system.

Billy Rose's Career Subject For Paramount Color Special

The slightly fabulous Billy Rose is going to be celebrated in celluloid, according to an announcement this week by Henry Ginsberg, Paramount production head. Paramount owns the film rights to the story of Rose's life, and the plan is to do the picture in Technicolor with all the stops of the budget organ pulled out. No announcement was made as to the actor who will depict Rose on the screen.

The film production is expected to contain glimpses of Billy's life from the time he was national shorthand champion on through such familiar activities of the theatrical entrepreneur as his "Jumbo" show at New York's old Hippodrome, the Texas Centennial, his Aquacade at the World's Fair, the famous Diamond Horseshoe night club, and the musical novelty, "Carmen Jones."

Edmund Grainger Returning to Republic As a Producer

Major Edmund Grainger, who has just been honorably discharged from the United States Army, will return to Republic Studios in about a month to fulfill his contract with the company.

While in the east Grainger took options on two stories, "Come One, Come All," by Francis J. Kane, and "King Copper" by Peter Morrison. Negotiations are also in progress for an outstanding best seller of the current season.

Paiva Cast in 'Likely Story'

After 10 consecutive years as the villain in the Los Angeles production of "The Drunkard," Nestor Paiva will play an underworld character in RKO Radio's "A Likely Story" in which Bill Williams and Barbara Hale are starred.

Signing of Rachmil Assures Steady Output of Hopalongs

William Boyd, so long identified with the Hopalong Cassidy series as made by Harry Sherman, will continue along the same lines in his new Hopalongs, it was disclosed this week, through the signing of Lewis J. Rachmil as producer. Rachmil was associated with Sherman and Boyd for five years in the making of the earlier numbers of the series and will now turn out the Cassidys at the rate of six a year.

The first of the new Boyd films is scheduled to get under way May 1 at the General Service Studios. As before, the films will be released through United Artists.

Cavalcade of Radio

Jerrold Brandt, just out of the Navy, will have the help of the nation's radio editors in selecting a group of 20 air stars to appear in his first independent production, "Magic in the Air." The story covers radio from its crystal set days to the present, and the former RKO producer says he will abide by the decision of the radio writers after a country-wide canvass.

'Sigma Chi' Musical in Work

Carl Gass has moved on the lot at Monogram to prepare the screenplay for "Sweetheart of Sigma Chi," college musical to be produced by Lindsley Parsons. Shooting will start in April.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

Today we're invited to Republic to see Jane Withers do a scene in "Lonely Hearts Club," her latest picture for the studio.

From what I hear, she really gets herself into quite a marriage mess in this picture, for she not only gets married to Jimmy Lydon, her co-star, but she ALMOST marries the villain in the film. All this comes about when, as a small-town girl in a big city, she gets mixed up with a man who makes it his hobby to marry wealthy women whom he meets through a matrimonial bureau and whom Jane meets through her job as secretary of the Lonely Hearts Club.

As soon as we enter the set we know we've arrived at the right moment, for we find them rehearsing the wedding scene. Set is the inside of the church, and all the guests (including us) are there, all ready for the ceremony to begin.

Jane, in her lovely white satin period model wedding gown and veil, is standing beside the groom, Charles Quigley (the villain), with Lydon acting as best man. The camera is up close, so that it can catch the action and dialog as the players go through their lines. Director George Blair is standing next to the cameraman checking last-minute details.

When Blair gives his okay, a buzzer sounds, at which time everybody quiets down so that the scene can be filmed. It starts with the priest reading the service. This is interrupted by a fire alarm siren which halts everything. At this point the sheriff rushes in with two women who immediately point Quigley out as their husband. Pandemonium reins, with Lydon taking a sock at Quigley as he tries to get to the door, the sheriff and the women all talking at the same time explaining the reason for the siren and Jane finally realizing that it is Lydon she loves and giving orders to continue the wedding with him as the groom.

It is a difficult and confusing scene and one that needs perfect timing, so that Director Blair has it repeated several times before he okays the "take" by yelling "print it" so quickly that it brings a laugh from everyone present.

Now we get our chance to meet Jane. She's free for the moment and we can visit with her until duty calls. In talking about what fun it is to watch the shooting of a picture, she tells us that she usually visits friends on other sets when she isn't working. Sort of a "a busman's holiday."

Just before she's called back on the set, we manage to get her autograph and Lydon's, whom we also meet.

Until next week.

Ann Lewis

ASSIGNMENTS FOR NEW PRODUCTIONS

Peggy Cummins Named for Title Role in 'Forever Amber'; Brian Aherne, Laraine Day Set for 'What Nancy Wanted'

Evelyn Keyes has been set by Columbia to team with Glenn Ford in the air epic "Gallant Journey," which William A. Wellman will produce and direct. The super-budget picture is based on the life of John J. Montgomery, first man in the world to pilot a heavier-than-air craft in controlled flight. Jimmy Lloyd and Robert De Haven have been given top supporting roles.

Spencer Tracy has begun conferences with MGM executives on his forthcoming vehicle "Sea of Grass," in which he will co-star with Katharine Hepburn. The story, epic of the long and bitter struggle on the Western plains between cattlemen and small farmers, will be directed by Elia Kazan, former stage star and now noted director. Pandro S. Berman will produce.

Elyse Knox and Peter Cookson, Monogram contract stars, have been assigned to leading roles in "Murder in Manhattan," scheduled to start February 15 with Lindsley Parsons producing. George Wallace Sayre is preparing the screenplay, and Phil Karlson will direct.

Linda Darnell signed a new long-term exclusive starring contract with 20th-Fox and has already been set to play the co-starring role in John Ford's Technicolor picture "My Darling Clementine."

Richard Webb, Paramount contract player just released from the Army in which he served as Captain, was cast in an important part in "O.S.S.," starring Alan Ladd and Geraldine Fitzgerald. The picture will be directed by Irving Pichel and produced by Richard Maibaum.

Republic's "Invisible Informer" is scheduled to roll this week with Phil Ford directing and William J. O'Sullivan producing. Stars are Linda Stirling and William Henry with Peggy Stewart, Gerald Mohr, Adele Mara and Tom London in supporting roles.

Glenn Vernon, youthful stage star whose click role in "Days of Glory" earned him immediate top billing at RKO, has just drawn another fine role. He plays a young Coast Guardsman in "Desirable Woman," which Jean Renoir is directing with Joan Bennett, Robert Ryan and Charles Bickford heading the cast.

Leon Barsha was assigned by Bennie F. Zeidman to produce Columbia's film adaptation of "The Keeper of the Bees," Gene Stratton Porter novel. Production is on the slate of John Stone and screen treatment will be written by Ralph Rose.

Roy Rowland was named as director of MGM's "Tenth Avenue Angel," forthcoming Margaret O'Brien vehicle which Ralph Wheelwright will produce. Based on an original story by Angna Enters, the film marks Rowland's third assignment with the young star.

Herbert Marshall will play the role of Somerset Maugham in the 20th-Fox picture "The Razor's Edge," Darryl Zanuck production which Edward Goulding will direct. Also set for the important part of Grey Maturin is John Payne.

Buddy Rogers of Comet Productions is negotiating for the loan of Pedro Armendariz, the Mexican star who is under contract to Mary Pickford Productions, for the starring role in "Adventures of Don Coyote" the second feature on the Comet schedule for United Artists.

Richard Lane and John Qualen have been signed by Universal for the Technicolor musical, "Shahrazad," which stars Yvonne De Carlo, Brian Donlevy and Jean Pierre Aumont. Walter Reisch directs.

Tommy Cook, Ann Lawrence and Sylvia Arcland have been added to the cast of Warners' "Humoresque," the Joan Crawford-John Garfield starrer which Jean Negulesco is directing and Jerry Wald producing.

Peggy Cummins has been named by Darryl Zanuck to play the title role in the 20th-Fox Technicolor film "Forever Amber." Cornel Wilde gets the role of Bruce Carlton, one of the major parts in the picture which William Perlberg will produce and John Stahl direct.

Constance Moore and William Marshall will play the starring roles in Republic's "Earl Carroll's Sketchbook," and Bill Goodwin was signed for one of the top supporting parts. Al Rogell will direct with Robert North producing. Jules Styne and Sammy Cahn will do the musical score with Nick Castle directing the production numbers.

Signing of Brian Aherne for one of the co-starring roles with Laraine Day in "What Nancy Wanted" and the completion of a deal with 20th-Fox by which John Brahm will be borrowed to direct the screen version of the Sheridan Gibney story was announced by RKO. Bert Granet will produce with Jack J. Gross as executive producer.

Universal has purchased the prize winning novel, "Escape for Life," by Ferenz Kormendi, comedy-drama which tells of a small clerk who basks in the reflected glory of a returned school friend who has become a millionaire. Howard Benedict has been set as producer, with Robert Siodmak directing.

Leon Ames was given one of the key roles in the forthcoming MGM Red Skelton starrer, "The Show-Off," to be directed by Harry Beaumont. The picture features Marilyn Maxwell, Virginia O'Brien, Marjorie Main and Rochester. Al Lewis produces.

After photographing "Scarlet Street" and "Without Reservations" on loan from International, Cinematographer Milton Krasner returns to his contract studio to photograph the Nunnally Johnson production "The Dark Mirror," starring Olivia de Havilland and Lew Ayres with Thomas Mitchell. Robert Siodmak directs.

Carl Weyl, art director, drew the assignment to create sets for Warners' "Serenade" which will star Dennis Morgan and Ann Sheridan. Jerry Wald will produce.

'Shahrazad' Cast Nearly Set

Richard Lane and Joseph Qualen are the latest to join the cast of Universal's Technicolor musical, "Shahrazad," which already boasts such players as Yvonne De Carlo, Brian Donlevy and Pierre Aumont. Lane will enact a Russian Naval officer and Qualen a cook in a Moroccan household.

Abarbanel Signs with Comet

Sam X. Abarbanel has been signed as publicity director of Comet Productions, which releases through United Artists. He is also publicity director for Seymour Nebenzal's Nero Films, also a United Artists unit.

CLOSEUPS ON PICTURES IN WORK

(*Continued from Page 40*)

this month. The future holds important tidings for PRC, however, much of which is contingent upon present New York conferences between Reeves Espy, president of PRC Productions and Studios, Robert Benjamin, president of the J. Arthur Rank organization, and Robert Purcell, board chairman of Pathe. Espy is scheduled to produce ten films of "A" caliber for Eagle-Lion Films.

PARAMOUNT Adheres to Schedule on Shooting and Editing; Buys Broadway Stage Hit, "State of Union."—Last year at this period, this studio had seven films shooting or edited; this year, the record is substantially the same. Still rolling are "The Perfect Marriage" and "California," to which added scenes have necessitated more shooting. "The Searching Wind" is being edited. "O.S.S.," one of the entries in the Hollywood sweepstakes on government agencies, just started, with Geraldine Fitzgerald and Alan Ladd. "And Suddenly It's Spring," produced by Claude Binyon and directed by Mitchell Leisen, should roll this month. Paulette Goddard and Fred MacMurray co-star.

Marjorie Reynolds' p.a. tour of the east and mid-west was approved by the studio; her latest is "Monsier Beaucaire," just getting the final editing brushup.

Gloria Saunders gets the femme lead in "Danger Street," Pine-Thomas production, scheduled to roll this week.

"State of the Union," Broadway stage hit was bought by the studio.

METRO-GOLDWYN-MAYER Slightly Behind Last Year's Shooting Record; Spencer Tracy Returns to Screen.—This week in 1945 found MGM with nine films in shooting or final stages of production; this year the company's tempo is not quite so accelerated.

"Till the Clouds Roll By," starting its third week, augurs well for a tremendous box-office smash, with an all-star cast and based on the life of America's well-loved late composer, Jerome Kern. Other films now before the lensmen are "Fiesta," being filmed in Mexico; "You Were There," starring Taylor and Hepburn; and "The Showoff," starring Red Skelton. "Fiesta," which has been rolling since early December, ought to finish any day now. Pictures being edited and scored, having just completed shooting sequences, are "Faithful in My Fashion," "But Not Goodbye," and the long-in-production special, "The Yearling."

Spencer Tracy comes back from an ill-fated Broadway stage run to do "The Beginning of the End," Metro's contestant in the atom theme race. Sam Marx will produce and Norman Taurog direct.

Elia Kazan, veteran director, was signed to handle "Sea of Grass," a Pandro Berman production to start soon.

"Stormy Waters," French film starring Jean Gabin and Michele Morgan, was bought by MGM, and will be released with English dialog. The film was made in 1941.

WARNER BROS. Starting Film on Marilyn Miller's Life; Shooting Schedule Lags.—"The Silver Lining," Joan Leslie starrer about Marilyn Miller's life, is scheduled to start this week. Otherwise, things are slow at the Burbank film factory. "Humoresque," Joan Crawford-John Garfield picture, is winding up; "Two Guys from Milwauke" is receiving final check; "The Sentence," in its fifth week, finds production about one-third through; and "Escape Me Never" is being edited, following cessation of shooting.

"Devotion," one of the multi-million dollar backlog pictures the studio has held in abeyance, is to be released shortly.

Suzi Crandall, ex-Conover model, was signed to a long-term acting contract.

Director Fritz Lang is testing for a leading lady to play opposite Gary Cooper in "Cloak and Dagger."

TWENTIETH CENTURY-FOX Heads and Heels Over Last Year's Production Record; Continues to Lead Hollywood in Current Camera Activity.—In the corresponding week last year, this studio had six films either being produced or in the editing phase; at the present time, there are seven films before the cameras alone, with others being prepared for final release.

"Three Little Girls in Blue" is the oldest picture in production, having started on November 7. The film, produced by Mack Gordon, is a Technicolor special featuring Vivian Blaine, George Montgomery and June Haver. Another older still rolling is Betty Grable's "The Shocking Miss Pilgrim," which started November 19. "Cluny Brown," the Charles Boyer-Jennifer Jones starrer, completed its second month before the cameras; and the Sol Wurtzel production, "Rendezvous 24," finishes its first month of shooting this week. Winding up are "Anna and the King of Siam," Irene Dunne picture; "The Dark Corner" and "It Shouldn't Happen to a Dog."

Latest starter is "Margie," just getting into action on the lot under the production guidance of Walter Morosco.

UNIVERSAL Has Three Features, One Serial Rolling; Several Pictures Being Given Final Check.—This studio is producing "Shahrazad," now in its fifth week of shooting. The film features Yvonne De Carlo, Brian Donlevy and Eve Arden. "Love Takes a Holiday," Joan Davis-Jack Oakie-Mischa Auer starrer, moves into its fourth week. "Prelude to Murder," featuring Nigel Bruce and Basil Rathbone, recently started. "Lessons in Love," Fessier-Pagano production, is scheduled to roll this week. "Design for Death," murder-mystery, is now in the editing stage.

Universal's present record for films before the cameras compares favorably with last year's production, when seven pictures were in shooting or editing phases. In addition, "Lost City of the Jungle," a serial, is being made at Universal City.

The studio is one of the best performers on production at this point among all the lots, despite labor difficulties.

UNITED ARTISTS, With Large Roster of Units, Has Few Pictures in Production Now; Sylvia Sidney Playing in "Mr. Ace and the Queen."—"Angel on My Shoulder," Charles R. Rogers production; "The Strange Woman," Hunt Stromberg picture, and "Mr. Ace and the Queen," Benedict Bogeaus film, are the only pictures being photographed now. "The Sin of Harold Diddlebock," Harold Lloyd starrer produced by Preston Sturges, is being shaped up for imminent release. UA is behind its shooting at a comparable time last year, but has a number of big projects planned.

James Cagney plans to make "A Lion in the Streets" his next starrer. Sylvia Sidney will probably get feminine acting honors.

Sturges' California Pictures Corp. picked up the option of Frances Ramsden, who plays opposite Lloyd in "Diddlebock."

Sylvia Sidney is now acting in "Mr. Ace and the Queen," playing the part of a Congresswoman campaigning for the state governorship. Many believe this film will institute a trend toward that type of picturization. George Raft, as the political boss who opposes her election, co-stars.



SET VISITOR. Republic President Herbert J. Yates, Sr., chats with Constance Moore in the fetching costume she wears for a scene in "In Old Sacramento," in which she co-stars with William Elliott.

Harmon-Ising Announce Plans To Re-enter Cartoon Field

An added entry to the field of full-length cartoon production made its appearance this week when Hugh Harmon and Rudolph Ising announced they had again joined forces to reorganize Harmon-Ising Pictures, Inc., following a four-year interuption while both served in the armed forces. Edward J. Peskay, long an exhibitor and production executive, has been named president of the company, while Tom Fizdale, publicity expert, is the vice-president and general manager.

The reorganized firm plans immediate production of three full-length color films, the first of which will be "King Arthur and His Knights of the Round Table." The second feature will be "The Little Prince" by Antoine de Saint-Exupery. A budget of $3,000,000 has been earmarked for the three pictures.

4 Live Action-Animation Shorts Planned by Quimby for '45-46

MGM will produce at least four Technicolor short subjects combining live action and animation for the 1945-46 season, with one to star Margaret O'Brien, it was revealed last Friday by Fred Quimby, head of the short subjects department, before his departure for Hollywood. One of the shorts is in production and the others are in story preparation.

Details of the live action-animation system used so successfully for a sequence in "Anchors Away" are still secret, Quimby said, adding that three months of day and night work and the dropping of all other cartoon production were required to make the eight-minute sequence. Of the 58 shorts on the 1945-46 schedule, 32 have been delivered, he said.

Finston Forms Music Service For Independent Producers

Nathaniel Finston, one of the pioneers in the development of music for pictures, has announced the organization of a complete film-musical unit to service independent productions.

"The foremost and most versatile group of musicians, arrangers, scorers, composers and conductors in the world are today to be found in Hollywood," says Finston, who has headed Paramount's and MGM's music departments. "The independent producer may now obtain the best in music that has hitherto been possible only to a few studios engaged in mass production."

'Crack-Up' Adds Players

Additions to the cast of RKO Radio's "Crack-Up" include Bonnie Blair, Alf Haugan and John Ince. Pat O'Brien, Claire Trevor and Herbert Marshall head the cast.

ADVANCE DOPE

PERILOUS HOLIDAY (Col.) **Mystery-Drama. Principals:** Pat O'Brien, Ruth Warrick, Alan Hale, Audrey Long. **Director,** Edward H. Griffith. **Plot:** A secret agent, in Mexico on a mysterious mission, is assigned to get information from an American woman columnist, with whom he promptly falls in love. He also meets a blonde manhunter from the States, and she causes trouble between them. The three of them are trapped by a gang of counterfeiters, but the police arrive in time to round up the entire gang and free the trio of Americans.

FAITHFUL IN MY FASHION (MGM) **Comedy-Drama. Principals:** Donna Reed, Tom Drake, Edward Everett Horton. **Director,** Sidney Salkow. **Plot:** Returning after five years of war, an ex-sergeant seeks out his girl ,a clerk in a department store. She hasn't the heart to tell him that she is now head buyer for the department, and engaged to the man who is head of accounting. With the help of four kind, elderly clerks, she tries to conceal her promotion and engagement for the two weeks of his furlough. During this time, she truly falls in love with him and breaks her engagement to the other man. When the Sergeant learns the truth, he refuses to believe she loves him, but the four old conspirators come to the rescue and smooth everything out for them.

ME AND MR. SATAN (UA) **Drama. Principals:** Paul Muni, Claude Rains, Anne Baxter. **Director,** Archie Mayo. **Plot:** Story of the strange adventures of one of the toughest gangsters in the world who, with the Devil as his partner, breaks loose from Satan's dominion and creates a maelstrom of disorder around the lives of a judge and his sweetheart on earth. He matches wits with the brains of the underworld and with Old Nick, at the same time coping with the entanglements of romance.

STEP BY STEP (RKO) **Mystery-Drama. Principals:** Lawrence Tierney, Anne Jeffreys, Lowell Gilmore, Myrna Dell. **Director,** Phil Rosen. **Plot:** A recently discharged Marine's interest in a Senator's pretty secretary involves him in the efforts of a Nazi gang to destroy a list of their postwar agents. A federal man is murdered by the Nazis and the ex-Marine and the secretary are suspected. After some hectic adventures, they clear themselves, help trap the Nais and recover the list.

THE JOLSON STORY (Col.) **Technicolor, Drama-with-Music. Principals:** Larry Parks, Evelyn Keyes, William Demarest. **Director,** Alfred E. Green. **Plot:** The rise of Al Jolson to stardom covers years of alternating success and disappointment. This story begins when, at the age of twelve. Jolson runs away from home to join a show, follows him to sensational successes on Broadway, and eventually an offer from the movies and screen stardom.

TILL THE END OF TIME (RKO) **Drama. Principals:** Dorothy McGuire, Guy Madison, Bob Mitchum, Bill Williams, Jean Porter. **Director,** Edward Dmytryk. **Plot:** A handsome Marine and his ex-cowboy buddy receive their honorable discharges and return to a home they now don't understand. The Marine is consoled by a lovely widow who has some problems of her own. The three are happy only when they realize that dreams of escape can't help them—they must slowly adjust themselves to a routine, normal life.

HOLIDAY IN MEXICO (MGM) **Technicolor, Drama-with-Music. Principals:** Walter Pidgeon, Ilona Massey, Jane Powell, Jose Iturbi, Roddy McDowall. **Director,** George Sidney. **Plot:** In Mexican diplomatic circles, the American Ambassador is wooing a famous singer, and the teen-age son of the English Ambassador has a school-boy crush on the American's fifteen-year old daughter who, in turn, is chasing a musician. The men cook up a scheme to cure the young girl of her infatuation for the older man, and it all works out happily for everyone.

BADMAN'S TERRITORY (RKO) **Drama. Principals:** Randolph Scott, Ann Richards, Lawrence Tierney, Isabel Jewell. **Director,** Tim Whelan. **Plot:** In attempting to capture the James gang, an honest sheriff and his young brother incur the hatred of a ruthless state officer. They follow the gang to Badman's Territory where the sheriff falls in love with a pretty newspaper editor whom the state officer almost turns against him. After his young brother dies with the Daltons in a bank robbery, the sheriff kills the ruthless officer, which convinces the girl of his honesty.

THE SIN OF HAROLD DIDDLEBOCK (UA) **Comedy. Principals:** Harold Lloyd, Frances Ramsden, Raymond Walburn, Rudy Vallee. **Director,** Preston Sturges. **Plot:** After being fired from his job, a bookkeeper takes his life's savings and goes on a spree. When he wakes up he discovers he has bought a circus, which he decides to sell to a bank. Taking one of the lions with him, he goes on a selling tour. The lion escapes in the office of a bank president, there is a great deal of commotion before he is captured, and our hero lands in jail. Ringling Bros. buy the circus, the man gets his job back, and learns that during his 24-hour spree he found enough courage to marry the girl to whom he was engaged.

NOTORIOUS (RKO) **Drama. Principals:** Cary Grant, Ingrid Bergman, Claude Rains. **Director,** Alfred Hitchock. **Pot:** Bitter over her father's prison sentence for Nazi espionage, a German girl in America turns to a fast life as an escape from her unhappiness. She is constantly watched by police, especially by a government agent who falls in love with her. She proves her basic loyalty by accompanying him to South America and almost sacrificing her life in the capture of a dangerous group of Germans. This accomplished, she marries the agent, although the world still looks on her as the daughter of a notorious spy.

SHAHRAZAD (Univ.) **Color. Principals:** Yvonne De Carlo, Brian Donlevy, Jean Pierre Aumont. **Director,** Walter Reisch. **Plot:** Homeward bound from a tour, the Russian Naval training ship Almaz is becalmed in a Moroccan port. The Captain gives the men shore leave and Midshipmen Rimsky- Korsakov hurries to find a piano to try out the opera he wrote during the voyage. He meets a dancer, they fall in love and she inspires him to compose more music during the week in port. With the Almaz ready to sail, the men smuggle the girl aboard. She is discovered and put ashore, but later gets to Moscow and joins the ballet.

WITHOUT RESERVATIONS (RKO) **Comedy. Principals:** Claudette Colbert, John Wayne, Don DeFore. **Director,** Mervyn LeRoy. **Plot:** Enroute to Hollywood for the filming of her novel, a famous authoress meets two Marines, a captain and a lieutenant. In a conversation with them, it appears that they have a poor opinion of her best-seller so she forgets to tell them who she is. By the time they reach Albuquerque, she and the captain are in love; however, when he discovers her identity, he leaves her and she finishes the journey alone. When he suddenly turns up later in Hollywood, all is forgiven.

BUT NOT GOODBYE (MGM) **Comedy-Drama. Principals:** Frank Morgan, Keenan Wynn, Audrey Totter. **Director,** S. Sylvan Simon. **Plot:** When an old ship-builder dies, he leaves his family in a financial mess because he rashly invested the family fortune in a real estate venture. The spirit of his own father is waiting to take him to his reward, but he begs to remain on earth in spirit until he can correct the mistakes he made. When his son and daughter are happily settled, and the money from the real estate is turned over to his wife, he leaves with a clear conscience.

FIESTA (MGM) **Color. Principals:** Esther Williams, John Carroll, Ricardo Montbalban, Mary Astor. **Director,** Richard Thorpe. **Plot:** A famous Matador rejoices over the birth of twins, a son and daughter. The boy is schooled in bull-fighting during his childhood but it is apparent that the girl has inherited their father's love for the bullring, and the son takes after his mother, a musician. While he secretly studies music, his sister often takes his place in the ring, unknown to the father. After a fight in which her identity is revealed, the father realizes it is better for the boy to follow his musical career and forget about being a great matador.

BIG TOWN (Para.) **Drama. Principals:** Philip Reed, Hillary Brooke, Robert Lowery, Veda Ann Borg. **Director,** William Thomas. **Plot:** Steve Wilson goes to Big Town to take charge of the Illustrated Press. While changing the newspaper from an old-fashioned publication to a smart modern paper, Steve and newspaperwoman Lorelei become interested in each other. Through stories, an innocent man is accused of murder and kills himself before the real murderer is captured. At the end, Steve uses the power of the press to clean up Big Town instead of hurting defenseless people.

TIME FOR TWO (MGM) **Comedy-Drama. Principals:** John Hodiak, Lucille Ball, Lloyd Nolan. **Director,** Jules Dassin. **Plot:** Having just availed himself of half a million dollars in gilt-edged certificates, a handsome young swindler is chagrined to learn that a New York detective has arrived to take him back to face trial. To add to his troubles, a tinhorn gunman and a lovely redhead declare themselves in on the money and accompany him on the cross-country railroad trip to get their share of the loot. Before they reach New York, he and the girl are in love but they must say goodbye, as they are both taken to jail for individual swindling jobs.

YOUNG WIDOW (UA) **Drama. Principals:** Jane Russell, Louis Hayward, Kent Taylor, Marie Wilson. **Director,** William Dieterle. **Plot:** Widowed when her husband was killed over Berlin, a young woman finds difficulty in adjusting her life without him, and is reluctant to accept companionship from a lieutenant who is in love with her. When she resumes her old job as reporter on a newspaper, she begins to take a renewed interest in life and, upon learning that the lieutenant is Tokyo-bound, she rushes to the field to tell him she will wait for him. He is already gone, but she knows he will return.

NO LEAVE, NO LOVE (MGM) **Comedy-Drama. Principals:** Van Johnson, Pat Kirkwood, Keenan Wynn, Marie Wilson. **Director,** Charles Martin. **Plot:** After two years in the Pacific, a Marine stops over in New York on his way home to Indiana and the girl he left behind. He and his pal attend a radio broadcast where his friend wins a phone call to the home folks, and learns that the Marine's girl has married someone else. The beautiful young singer on the show conspires with his pal to keep the news from him. After many complications, the Marine realizes it is the singer he really loves and he asks her to marry him with a million radio listeners in on the proposal.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in perenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — CURRENT 1944-45

				Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6031	Boston Blackie Booked on Suspicion	C. Morris-L. Merrick	67	5/10/45	a3/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6010	Fighting Guardsman (D)F	W. Parker-A. Louise-J. Carter	84	5/24/45	b10/13/45
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader	Phil Harris-Leslie Brooks	70	9/13/45	a6/9/45
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	60	1/24/46	a11/24/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay	J. Canova-R. Hunter-L. Merrick	62	11/29/45	a10/6/45
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	61	12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

	Bandit of Sherwood Forest (Tech.)	Cornel Wilde-Anita Louise	87	a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton	2/21/46	a11/10/45
	Boston Blackie's Private Ghost	Chester Morris-Jim Bannon		
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	74	2/26/46 a11/17/45
	Gilda	Rita Hayworth-Glenn Ford		a1/26/46
	Just Before Dawn	Warner Baxter-Mona Barrie	3/7/46	
	Mysterious Intruder	Richard Dix-Barton MacLane		
	Night Editor	William Gargan-Janis Carter		
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	64	2/14/46 a11/10/45
	Perilous Holiday	P. O'Brien-R. Warrick-E. Buchanan		
	Renegades (Tech.)	Evelyn Keyes-Willard Parker		
	So Dark the Night	Micheline Cheirel-Steven Geray		a1/26/46
	Story of Jolson (Tech.)	L. Parks-E. Keyes-W. Demarest		
	Talk About a Lady	Jinx Falkenburg-Joe Besser		
	That Texas Jamboree	Ken Curtis-Jeff Donnell		
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman		a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw	Charles Starrett-Tex Harding	59	1/31/46	
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	55	12/20/45	b1/12/45

Westerns (Coming)

Galloping Thunder	Charles Starrett-Smiley Burnette		
Gunning for Vengeance	Charles Starrett-Smiley Burnette		
Heading West	Charles Starrett-Smiley Burnette		
Landrush	Charles Starrett-Smiley Burnette		
Phantom of the Desert	Charles Starrett-Smiley Burnette		
Roaring Rangers	Charles Starrett-Smiley Burnette	55	2/14/46
Terror Trail	Charles Starrett-Smiley Burnette		
Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	3/14/46	

MGM — CURRENT 1944-45

Group No.			Mins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/45
11	Clock, The (D)F	Judy Garland-Robert Walker	90	May	b3/24/45
11	Gentle Annie (W)F	James Craig-Donna Reed	80	May	b12/23/44
Sp.	National Velvet (D)F	Mickey Rooney-Elizabeth Taylor	125	Apr.	b12/9/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45
11	Without Love (CD)A	S. Tracy-K. Hepburn-L. Ball	111	May	b8/24/45

Current 1945-46

13	Abbott & Costello in Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45

COMING

Adventure (D)F	C. Gable-G. Garson-J. Blondell	125		b12/22/45
Army Brat	James Craig-Frances Gifford			a1/26/46
Bad Bascomb	Wallace Beery-Margaret O'Brien	110		a9/29/45
Black Sheep	James Craig-Skippy Homeier			
Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
But Not Goodbye	K. Wynn-F. Morgan			
Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
Faithful in My Fashion	Donna Reed-Tom Drake			
Fiesta (Tech.)	Esther Williams-John Carroll			
Green Years, The	C. Coburn-T. Drake-S. Royle			a1/26/46
Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/45
Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			
Hoodlum Saint	William Powell-Esther Williams	91		a9/29/45
Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			
Postman Always Rings Twice	Lana Turner-John Garfield			a9/29/45
Star From Heaven	Marshall-Thompson-Jim Davis			
Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			
Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
Time for Two	J. Hodiak-L. Ball-L. Nolan			
Two Sisters From Boston	Kathryn Grayson-June Allyson			a10/20/45
Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110		b1/12/46

MONOGRAM

Prod. No.					
		CURRENT 1944-45			
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
508	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	12/15/45	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
406	G.I. Honeymoon (C)A	Gale Storm-Peter Cookson	70	5/5/45	b3/3/45
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/2/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/15/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

COMING

	Charlie Chan at Alcatraz	S. Toler-B. Fong-M. Moreland		a1/26/46
528	Face of Marble (H)A	John Carradine-Claudia Drake	72	b1/26/46
507	Fear (My)A	Warren William-Anne Gwynne	68	b12/29/45
529	Gay Cavalier	Gilbert Roland-Martin Garalaga		
	In High Gear	Leo Gorcey-Huntz Hall		
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox		
514	Junior Prom	Freddie Stewart-June Preisser		
509	Live Wires	Leo Gorcey-Huntz Hall		a11/10/45
527	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61	b1/19/46
	Shadow's Shadow, The	Kane Richmond-Barbara Reed		
	Suspense	Belita-H. Valdez-A. Dekker		a12/29/45
	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74	b1/26/46

Westerns (Current 1944-45)

565	Border Bandits	J. M. Brown-R. Hatton	57	1/12/46	
452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
430	In Old New Mexico (M)F	D. Renaldo-M. Garralaga	63	5/26/45	b8/11/45
561	Lonesome Trail	J. Wakely-Lee White		12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

Code of the Drifter	J. M. Brown-Raymond Hatton		
566 Haunted Mine, The	J. M. Brown-Raymond Hatton	2/23/46	
572 Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	2/16/46	
West of the Alamo	Jimmy Wakely-Lee "Lasses" White		

PARAMOUNT

Block No.	CURRENT 1944-45		Mins.	Rel. Date	See Issue of
5	Affairs of Susan (C)F	J. Fontaine-G. Brent-D. O'Keefe	109	5/25/45	b3/31/45
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
4	High Powered (D)F	Robert Lowery-Phyllis Brooks	61	5/18/45	b2/24/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
4	Salty O'Rourke (D)A	Alan Ladd-Gail Russell	99	5/4/45	b2/24/45
5	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/25/46	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45
	Current 1945-46				
1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Follow That Woman (My)	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45
3	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45
	COMING				
	Big Town	Philip Reed-Hillary Brooke			
4	Blue Dahlia (My)A	A. Ladd-V. Lake-W. Bendix	100		b2/2/46
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
	Bride Were Beets	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Cross My Heart	Betty Hutton-Sonny Tufts			a4/7/45
	Easy Some, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Hot Cargo	W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/10/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles	2/22/45		a4/7/45
3	Miss Susie Single's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	O.S.S.	A. Ladd-G. Fitzgerald-P. Knowles			
	Our Hearts Were Growing Up	B. Donlevy-G. Russel-D. Lynn			a4/28/45
	Perfect Marriage, The	L. Young-D. Niven-V. Field			
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			
	Strange Love	Stanwyck-L. Scott-Heflin			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer (D)A	Robert Lowery-Barbara Britton	64		b1/26/46
	To Each His Own	Olivia de Havilland-John Lund			a7/14/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.) (W)F	J. McCrea-B. Donlevy-S. Tufts	90		b1/26/46
4	Well Groomed Bride (C-D)F	R. Milland-O. deHavilland-S. Tufts	75		b2/2/46

PRC

	CURRENT 1944-45			
	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45 b9/8/45
	Arson Squad (My)A	F. Albertson-R. Armstrong	66	9 11 45 b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	11/23/45 b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45 b11/3/45
	Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46 b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12 8/45 b9/22/45
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12 24 45 b11/10/45
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	6/15/45 b3/31/45
	Man Who Walked Alone (C)F	Kay Aldridge-Dave O'Brien	74	3/15/46 b2/17/45
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45 b4/28/45
	Phantom of 42nd Street (My)A	Dave O'Brien-Kay Aldridge	60	5 2 45 b5/12/45
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11 5 45 b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45 b3/31/45
	Strangler of the Swamp (H) A	R. La Planche-Robert Barrat	59	1/1/46 b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9 8/45 b11/11/44
	White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45 b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10 9/46 b6/16/45
	COMING			
	Devil Bat's Daughter	Rosemary LaPlanche-John James		
	Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46 b1/19/46
1	Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46 b1/5/46
	Mask of Diijon (D)A	Eric von Stroheim-Jeanne Bates	70	3/7/46 b2/2/46
	Murder Is My Business	Hugh Beaumont-Cheryl Walker		
	Once and For All	N. Coleman-P. Reed-F. Cressart		a12/22/45
	Wife of Monto Cristo	John Loder-Lenore Aubert		a12/29/45
	Westerns (Current 1944-45)			
	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45 b9/1/45
	Enemy of the Law (W)F	Tex Ritter-Dave O'Brien	57	5/7/45 b11/17/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45 b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45 b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46
	Navajo Kid	Bob Steele		11/21/45 a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45
	Six Gun Man (W)F	Bob Steele	59	2/1/46 b1/26/46
	Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45 b8/18/45
	Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45 b7/21/45
	Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45 b9/22/45
	Westerns (Coming)			
	Ambush Trail (W)F	Bob Steele-Lorraine Miller	56	2/17/46 b2/2/46
	Caravan Trail (Color)	Eddie Dean-Emmett Lynn		
	Gentlemen With Guns (Color)	Eddie Dean-Mary Kenyon		
	Law Crusaders	Buster Crabbe-Al St. John		
	Man Without a Gun	Bob Steele-Ellen Hall		
	Romance of the West (Color)	Eddie Dean	3	20 46
	Terrors on Horseback	Buster Crabbe-Al St. John		

RKO-RADIO

Block No.	CURRENT 1944-45		Trade Shown	
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June b6/2/45
5	Brighton Strangler (D)A	John Loder-June Duprez	67	May b5/5/45
Sp.	It's a Pleasure (Tech.) (DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June b6/9/45
	CURRENT 1945-46			
Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June b6/15/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept. b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Tevor	79	Aug b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct b10/6/45

RKO-RADIO (Cont.)

Block No.	Current 1945-46		Mins.	Trade Shown	See Issue of
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/28/45
	COMING				
	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	A Likely Story	Bill Williams-Barbara Hale			
	Badman's Territory	R. Scott-A. Richards-L. Tierney			
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
	Deadline at Dawn	S. Hayward-P. Lukas-O. Massen			a6/30/45
	Desirable Woman	Joan Bennett-Robert Ryan			
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Double Trouble	Jack Haley-Anne Jeffreys			
	Falcon's Alibi	Tom Conay-Rita Corday			
	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck	R. Young-B. Hale-F. Morgan			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b9/29/45
	Notorious	C. Grant-Ingrid Bergman			
	Riverboat Rhythm	Leon Errol-Joan Newton			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step By Step	Lawrence Tierney-Anne Jeffreys			
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
	Tarzan and the Leopard Woman	J. Weismuller-B. Joyce			
	Till the End of Time	Dorothy McGuire-Guy Madison			
	Tomorrow Is Forever (D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			

REPUBLIC

Rel. Date	CURRENT 1944-45		Prod. No.		
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
415	Flame of Barbary Coast (D)F	J. Wayne-Ann Dvorak	91	5/28/45	b4/21/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/15/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
423	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
433	Phantom Speaks (D)A	Richard Arlen-Lynne Roberts	69	5/18/45	b4/21/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20 45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/20/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
416	Three's a Crowd (M)	Gertrude Michael-Charles Gordon	58	5/23 45	b6/9/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/15/45	b12/22/45
434	Vampire's Ghost (D)A	John Abbott-Peggy Stewart	59	5/21/45	b4/20/45
	Current 1945-46				
508	A Guy Could Change (D)F	Allan Lane-Jane Frazee	65	1/27/46	b1/26/46
503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45
	COMING				
	A Strange Impersonation	Brenda Marshall-William Gargan			a10/13/45
	Catman of Paris	Carl Esmont-Lenore Aubert			a11/24/45
	Crime of the Century	Stephanie Bachelor-Michael Browne			a12/1/45
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			a1/26/46
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Home on the Range	Monte Hale-Adrian Booth			a1/26/46
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			a1/26/46
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			a1/26/46
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
	Madonna's Secret, The	F. Lederer-A. Rutherford-G. Patrick			a12/1/45
	Murder in the Music Hall	Vera Hruba Ralston-W. Marshall			a12/28/45
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Spector of the Rose	Michael Chekhov-Judith Anderson			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45
	Westerns (Current 1944-45)				
456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6 2/45	b6 23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45	b8 18/45
	Westerns (Current 1945-46)				
551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
565	California Gold Rush	Wild Bill Elliott-Bobby Blake	56	2/4/46	
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	64	12/13 45	b2 2 46
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11 14 45	b1 5/46
5308	Gold Mine in the Sky	Gene Autry	59	1 15 46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58		Reissue
562	Marshall of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10 7 45	b11 17 45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9 7 45	b10 13 45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56		b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9 1 45	Reissue
564	Wagon Wheels Westward (W)F	Wild Bill Elliott-Bobby Blake	56	12 2/45	b1/19/46
	Westerns (Coming)				
	Alias Billy the Kid	Sunset Carson-Peggy Stewart			
	Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			
554	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	56	2 8 46	

REPUBLIC (Cont.)

Westerns (Coming)

		Mins.	Rel. Date	See Issue of
El Paso Kid	Sunset Carson-Marie Harmon			
Invisible Informer	Linda Stirling-Bill Henry			
Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.						
524	Billy Rose's Diamond Horseshoe (Tech.) (M)F	B. Grable-D. Haymes-P. Silvers	104	May		b4/14/45
525	Bullfighters (C)F	Laurel and Hardy	61	May		b4/1/4/45
523	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June		Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June		b6/9/45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July		b6/2/45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June		b5/26/45
528	Within These Walls (D)F	Thomas Mitchell-Mary Anderson	71	July		b6/9/45

Current 1945-46

601	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug		b6/23/45
611	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov.		b1/19/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb		b1/19/46
604	Captain Eddie (B)F	F MacMurray-L. Bari	107	Sept		b6/23/45
605	Caribbean Mystery (My)F	J Dunn-Sheila Ryan	65	Sept		b7/12/45
617	Doll Face (CM)F	C. Miranda-P. Como-V. Blaine	80	Jan.		b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov		b8/29/45
612	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec		b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct		b9/15/45
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug		b6/16/45
614	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan		b12/22/45
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec		b10/13/45
607	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct		b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug		b6/2/45
602	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Coburn	154	Aug		b8/5/44

COMING

	Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell				a1/26/46
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117	Mar		b12/1/45
622	A Yank in London	Anna Neagle-Rex Harrison	110	Mar		
	Black Beauty	Mona Freeman-Richard Denning				
	Centennial Summer (Tech.)	Crain-Darnell-Bennett				a10/20/45
	Cluny Brown	Charles Boyer-Jennifer Jones				a1/26/46
610	Col. Effingham's Raid (CD)F	C. Coburn-J. Bennett-W. Eythe	70	Feb		b9/29/45
	Dark Corner	Lucille Ball-William Bendix				a1/26/46
	Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James				a5/19/45
	Dragonwyck	G. Tierney-V. Price-W. Huston				a7/14/45
	It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn				
618	Jesse James	T. Power-H. Fonda-N. Kelly	106	Feb		Re-release
	Johnny Comes Flying Home	Martha Stewart-Richard Crane				a1/5/46
	Rendezvous 24	William Gargan-Maria Palmer				
619	Return of Frank James	Henry Fonda-Gene Tierney	92	Feb		Re-release
621	Sentimental Journey	M. O'Hara-J. Payne-W. Bendix	94	Mar		a10/20/45
615	Shock (D)F	Vincent Price-Lynn Bari	70	Feb		b1/19/46
	Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes				a1/5/46
	Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives				a10/6/45
	Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis				a1/5/46
	Strange Triangle	Signe Hasso-John Shepard				a1/26/46
	Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne				a1/26/46
	Wake Up and Dream	John Payne-June Haver				a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46		b1/12/46
	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45		b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45		b9/22/45
	Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45		b4/28/45
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45		b8/4/45
	Colonel Blimp (CD)F	Anton Walbrook-Deborah Kerr	93	5/4/45		b3/24/45
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45		b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45		b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12(8(44		b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45		b7/28/45
	Outlaw, The	Jane Russell-Walter Huston		2/8/46		
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45		b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45		b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45		b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45		b6/23/45

COMING

	A Night in Casablanca	Marx Bros.-Charles Drake				
	A Scandal in Paris	G. Sanders-S. Hasso-C. Landis				a12/22/45
	Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46		b1/19/46
	Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135			b12/22/45
	Diary of a Chambermaid (D)A	P. Goddard-B. Meredith	86	2/14/46		b2/2/46
	Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten				
	Fanny By Gaslight	James Mason-Phyllis Calvert				
	Henry the Fifth	L. Olivier-R. Asherson				
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	2/15/46		b11/17/45
	Me and Mr. Satan	P. Muni-A. Baxter-C. Rains				
	Mr. Ace and the Queen	George Raft-Sylvia Sidney				
	Rebecca	L. Olivier-Joan Fontaine	130			Reissue
	Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin				
	Strange Woman, The	H. Lamarr-G. Saners-L. Hayward				
	This Happy Breed	Robert Newton-Celia Johnson				
	Whistle Stop (D)F	George Raft-Ava Gardner	85	3/1/46		b1/12/46
	Young Widow	Jane Russell-Louis Hayward				

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/20/45		b7/21/45
9042	Blonde Ransom	Virginia Grey-Donald Cook	68	6/15/45		a1/6/45
9097	East Side of Heaven	Bing Crosby	88	6/15/46		Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45		b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45		b6/16/45
9028	Honeymoon Ahead (DM)F	Allan Jones-Grace McDonald	59	5/11/45		b5/5/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45		b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45		Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45		b/16/45
9001	Lady of a Train	D .Durbin-R. Bellamy-D. Bruce	94	8/24/45		a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45		b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45		b7/14/45
9011	Patrick the Great (CM)F	Donald O'Connor-Peggy Ryan	89	5/4/45		b4/21/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6/22/45		b6/9/45
9016	See My Lawyer (C)F	Olsen and Johnson-A. Curtis	69	5/25/45		b2/10/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45		b8/11/45

UNIVERSAL (Cont.)

CURRENT 1944-45

Prod. No.			Mins.	Rel. Date	See Issue of
9033	Swing Out Sister (CM)F	Rod Cameron-Frances Raeburn	60	5/18/45	b5/5/45
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/10/45
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

Current 1945-46

516	Because of Him (CM)F	D. Durbin-C. Laughton-F. Tone	87	1/18/46		b1/12/46
509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/9/45		b11/3/45
510	Daltons Ride Rgain (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45		b11/17/45
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45		b12/8/45
515	Girl on the Spot (D-M)A	Jess Barker-Lois Collier	75	1/11/46		b1/5/46
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45		b12/8/45
518	Idea Girl (C)F	Jess Barker-Julie Bishop	60	2/8/46		b2/2/46
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45		b9/15/45
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45		b12/15/45
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45		b10/27/45
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45		b9/22/45
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45		b12/29/45
501	Shady Lady (CM)F	S. Coburn-G. Simms-R. Paige	93	9/7/45		b9/8/45
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45		b10/6/45
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45		b10/20/45
517	Terror By Night (My)A	B. Rathbone-Nigel Bruce	60	2/1/46		b2/2/46
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45		b9/22/45
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45		b10/27/45

COMING

	Blonde Alibi	Tom Neal-Martha O'Driscoll				
	Brute Man	Rondo Hatton-Jane Adams				
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward				a10/6/45
	Cat Creeps	Lois Collier-Noah Beery, Jr.				a1/26/46
	Dead of Night	Michael Redgrove-Googie Withers				
	House of Horrors	Kent Taylor-Virginia Grey				
520	Little Giant	Abbott-Costello		2/22/46		
	Love Takes a Holiday	Joan Davis-Jack Oakie				
	Madonna of the Seven Moons (D)A	P. Roc-P. Calvert-S. Granger	89			b1/26/46
521	Notorious Gentleman	Kent Taylor-Virginia Grey		3/1/46		a1/26/46
	Prelude to Murder	Rathbone-N. Bruce-P. Morison				
	Rogue's Progress	Lilli Palmer-Godfrey Tearle				
519	Seventh Veil (D)A	James Mason-Ann Todd	94	2/15/46		b11/10/45
	Schenharazad (Tech.)	Y. DeCarlo-B. Donlevy-J. P. Aumont				
	She Wolf of London	Sara Haden-Una O'Connor	92			a1/5/46
	So Goes My Love	Myrna Loy-Don Ameche				a11/24/45
	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce				a11/10/45
	Strange Conquest	Jane Wyatt-Jess Barker				
	Tangier	M. Montez-P. Foster-R. Paige				a11/10/45
	Wicked Lady (D)A	M. Lockwood-J. Mason-P. Roc	100			b1/12/46

Westerns (Current 1944-45)

9083	Beyond the Pecos	Rod Cameron-Eddie Dow	59	4/27/45		
9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45		
9081	Riders of the Santa Fe	Rod Cameron-Eddie Dow	60	1/10/45		

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45		
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45		
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/45		a12/22/45
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45		

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F	B. Stanwyck-D. Morgan	101	8/11/45		a7/21/45
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45		b6/16/45
419	Corn Is Green (D)A	Bette Davis-John Dall	114	7/21/45		b3/31/45
416	Escape in the Desert (D)F	Helmut Dantine-Jean Sullivan	79	5/16/45		b4/28/45
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	92	6/9/45		b5/19/45

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45		Reissue
506	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45		b11/3/45
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45		b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45		Reissue
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45		b9/29/45
510	My Reputation (D)F	Barbara Stanwyck-George Brent	94	1/26/46		b1/12/46
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	9/4/45		b8/11/45
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45		b6/30/45
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45		b11/24/45
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45		b11/17/45

COMING

	Appointment in Tokyo (Wa)	Documentary	54			b12/1/45
	Beast With Five Fingers	R. Alda-A. King-P. Lorre				
	Big Sleep	H. Bogart-Lauren Bacall				a2/16/45
512	Burma Victory (Wa)A	Documentary	63	2/16/46		b12/22/45
513	Cinderella Jones	Joan Leslie-Robert Alda	88	3/9/46		a6/10/44
	Devotion (D)A	O. deHavilland-I. Lupino				a2/17/45
	Escape Me Never	E. Flynn-I. Lupino-G. Young				
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark				a12/22/45
	Humeresque	J. Crawford-J. Garfield-O. Levant				
	Janie Gets Married	Joan Leslie-Robert Hutton				a11/24/45
	Never Say Goodbye	Errol Flynn-Eleanor Parker				a12/1/45
	Night and Day	C. Grant-A. Smith-J. Wyman				
	Nobody Lives Forever	J. Garfield-G. Fitzgerald				a2/10/45
	Of Human Bondage	P. Henreid-E. Parker-P. Knowles				a8/16/44
	One More Tomorrow	Ann Sheridan-Dennis Morgan				a11/26/44
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring				
	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	126			b11/24/45
	Sentence, The	Ann Sheridan-Robert Alda				
	Shadow of a Woman	Andrea King-William Prince				a4/28/45
	Stolen Life	B. Davis-G. Ford-W. Brennan				a3/31/45
	The Man I Love	Ida Lupino-Robert Alda				a11/24/45
511	Three Strangers (D)A	Fitzgerald-Greenstreet-Lorre	92	2/15/46		b1/26/46
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson-J. Wyman				a12/1/45
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie				
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith				a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett	Film Clas.			a10/4/44
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89			b12/22/45
	Adventure in Music (M)	Jose Iturbi & Others	62			b5/27/44
	Battle for Music (Doc.)F	London Philharmonic	74	FourConts.		b10/30/45
	Crainquebille (D)A	French Cast	59	Hoffberg		b10/28/44
	1812 (Hist.)	Russian Cast	95	Artkine		b9/16/44
	Fall of Berlin (Doc.)F		70	Artkine		b9/15/44
I	Know Where I'm Going (D)F	Wendy Hiller-Roger Livesay	91	GFD		b1/5/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourConts.		b10/20/45
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite		b10/27/45

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Mise.
Adventures of Rusty	Col.
Affairs of Susan	Para.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col
A Sporting Chance	Rep
A Strange Impersonation	Rep.
A Thousand & One Nights	Col
A Walk in the Sun	20th-Fox
A Yank in London	20th-Fox

B

Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col
Battle for Music	Misc
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Bells of Rosarita	Rep
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond the Pecos	Univ.
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Billy Rose's Diamond Horseshoe	20th-Fox
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie Booked on Suspicion	Col.
Boston Blackie's Rendezvous	Col.
Boston Blackie's Private Ghost	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brighton Strangler	RKO
Brute Man	Univ.
Bullfighters	20th-Fox
Burma Victory	WB
But Not Goodbye	MGM

C

Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Charlie Chan at Alcatraz	Mono
Cheaters, The	Rep
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono
Cinderella Jones	WB
Clock, The	MGM
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Drifter	Mono.
Code of the Lawless	Univ.
Colonel Blimp	UA
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Enemy of the Law	PRC
Escape in the Desert	WB
Escape Me Never	WB
Experiment Perilous	RKO

F

Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Guardsman	Col.
First Yank Into Tokyo	RKO
Flame of Barbary Coast	Rep.
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentle Annie	MGM
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
Gentlemen With Guns	PRC
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
G. I. Honeymoon	Mono.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep
Great John L. The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ
Guns and Guitars	Rep.

H

Hands Across the Border	Rep
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
High Powered	Para
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Honeymoon Ahead	Univ.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do?	PRC
Humoresque	WB

I

Idea Girl	Univ
I'll Tell the World	Univ
I Cover the Waterfront	Astor
I Love a Bandleader	Col
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In High Gear	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lightning Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Marked Trails	Mono.
Marshal of Laredo	Rep.
Marshal of Rene	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Me and Mr. Satan	UA
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep
Midnight Manhunt	Para
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para
Mr. Ace and the Queen	UA
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Reputation	WB
Mysterious Intruder	Col.

N

National Velvet	MGM
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col

O

Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep
O.S.S.	Para.
Our Hearts Were Growing Up	Para
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of This World	Para.
Over 21	Col.

P

Pardon My Past	Col
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Patrick the Great	Univ
Penthouse Rhythm	Univ
People Are Funny	Para
Perfect Marriage	Para.
Perilous Holiday	Col.
Phantom of the Desert	Col
Phantom of 42nd Street	PRC
Phantom Speaks	Rep.
Phantom of the Plains	Rep.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col
Pursuit to Algiers	Univ

R

Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono
Rebecca	UA
Red Dragon	Mono
Rendezvous 24	20th-Fox
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dawn	Mono.
Riders of the Santa Fe	Univ
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para
Roaring Rangers	Col
Rogue's Progress	Univ.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep
Rough Ridin' Justice	Col
Rustlers of the Badlands	Col

S

Saddle Serenade	Mono
Sailor Takes a Wife	MGM
Salty O'Rourke	Para
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
See My Lawyer	Univ.
Senorita From the West	Univ
Sensation Hunters	Mono
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow's Shadow	Mono.
Shadow Returns	Mono.
Shady Lady	Univ.
Shahrazad	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shooking Miss Pilgrim	20th-Fox
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swing Out Sister	Univ.
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Title	Company
Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three's a Crowd	Rep.
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Vampire's Ghost	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Love	MGM
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA

Z

Title	Company
Ziegfeld Follies of 1946	MGM

NEW PICTURES STARTED LAST WEEK

Four pictures started at four studios last week. A year ago last week eight pictures went before the cameras. Last week's starters:

MONOGRAM

In High Gear—Principals: Leo Gorcey, Huntz Hall, Bobby Jordan, Billy Benedict. Director, Del Lord.

PARAMOUNT

O.S.S.—Principals: Alan Ladd, Geraldine Fitzgerald, Patric Knowles. Director, Irving Pichel.

REPUBLIC

The Invisible Informer—Principals: Linda Stirling, Bill Henry, Gerald Mohr. Director, Phil Ford.

UNITED ARTISTS

Mr. Ace and the Queen—Principals: George Raft, Sylvia Sidney, Sid Silvers. Director, Edwin L. Marin.

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn So Dark the Night That Texas Jamboree Walls Came Tumbling Down Night Editor	Pardon My Past Gilda Mysterious Intruder Boston Blackie's Private Ghost Talk About a Lady	Story of Jolson
METRO	Ziegfeld Follies Hold High the Torch Adventure Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Army Brat	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years Time for Two Three Wise Fools	Yearling, The Till the Clouds Roll By Fiesta Faithful in My Fashion But Not Goodbye
MONO.	Face of Marble Black Market Babies Live Wires Red Dragon Charlie Chan at Alcatraz Joe Palooka, Champ Gay Cavalier	Shadow Returns Strange Mr. Gregory Swing Parade of 1946 Junior Prom Fear Suspense	Shadow's Shadow In High Gear
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love Ladies Man	California Searching Wind Perfect Marriage O.S.S.
PRC	Wife of Monte Cristo Devil Bat's Daughter	Once And For All Murder Is My Business	
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder	Notorious Till the End of Time Sister Kenny Without Reservations Step By Step Crack-Up Double Trouble Desirable Woman A Likely Story
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades In Old Sacramento Glass Alibi	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger	
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home Black Beauty Dark Corner	Smoky Wake Up and Dream Do You Love Me?	Three Little Girl in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Somewhere In the Night Strange Triangle Rendezvous 24 It Shouldn't Happen to a Dog
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun Sin of Harold Diddlebock Fanny by Gaslight	Strange Woman Me and Mr. Satan Mr. Ace and the Queen
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl She Wolf of London Cat Creeps	Seventh Veil Notorious Gentleman Wicked Lady So Goes My Love Strange Conquest	Shahrazad Love Takes a Holiday Madonna of the Seven Moons Dead of Night Rogue's Progress Blonde Alibi Prelude to Murder
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict	Escape Me Never Beast With Five Fingers Humoresque Two Guys From Milwaukee Sentence, The

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

		Comment	Running Time	Reviewed Issue Of
		ALL-STAR COMEDIES		
6409	A Knight and a Blonde		14	
6404	Booby Dupes	Average	17	3/31/45
6428	Design for Loving	Tops	21	12/16/44
6401	Gents Without Coats		19	
6426	Gold Is Where You Lose It	Fair	16½	12/30/44
6429	Heather and Yon	So-So	17	3/24/45
6405	Idiots DeLuxe	Fair	17½	8/25/45
6423	Jury Goes Round 'n' Round	Fair	18	8/18/45
6402	No Dough, Boys		17	
6431	Off Again, On Again	Fair	16	3/31/45
6427	Open Season for Saps	Farce	18	12/16/44
6433	Pistol Packin' Nitwits	Fair	17	4/28/45
6422	She Snoops to Conquer	Average	18	3/10/45
6430	Snooper Service	Fair	14½	3/24/45
6421	Strife of the Party	Pleasing	16	12/16/44
6403	Three Pests in a Mess	Slapstick	15	5/12/45
6432	Two Local Yokels	Average	17½	5/19/45
6425	Wedded Bliss	Fair	17	11/18/44
6411	Wife Decoy		17	
6410	Woo! Woo!	Average	16	3/10/45
		COLOR RHAPSODY		
6505	Carnival Courage		7	
6501	Dog, Cat and Canary		6	
6503	Fiesta Time		7½	
6504	Hot-Foot Lights	Funny	7	3/25/45
6502	Rippling Romance		8	
		COMMUNITY SINGS		
6651	No. 1 (Leibert) Love Love, Love	Good	9½	11/18/44
6652	No. 2 (Baker) Ikky Tikky Tambe		9	
6653	No. 3 (Baker) Swinging on a Star		10	
6654	No. 4 (Liebert) Hot Time in Berlin	Good	9	3/10/45
6655	No. 5 (Baker) Tico Tico	Fine	11	3/10/45
6656	No. 6 (Don Baker) Very Thought of You	Good	10	4/28/45
6657	No. 7 (Leibert) I'll Walk Alone		11	
6658	No. 8 (Leibert) Sweet and Lovely	Musical	9	6/ 2/45
6659	No. 9 (Baker) Confessin'	Good	10	8/25/45
6660	No. 10 (Baker) Rum and Coca Cola	Good	10	8/25/45
6661	No. 11 (Leibert) Little on the Lonely Side	Good	10	8/18/45
6662	No. 12 (Leibert) Bell-Bottom Trousers	Good	11	11/10/45
6663	No. 13 (Special) Patriotic Songs		10½	
		FILM-VODVIL		
6952	Al Trace's Comedy Band	Excellent	11	12/16/44
6954	Korn Kobblers	Good	11	4/28/45
6951	Kehoe's Marimba Band		11	
6955	Lowe, Hite & Stanley	Diverting	11	6/ 2/45
6953	Rootin' Tootin' Band		11	
		FOX & CROW		
6751	Be Patient, Patient		7	
6752	Egg-Yegg	Amusing	7½	3/31/45
6753	Kukunuts	Funny	6½	316//45
6754	Treasure Jest	Good	6½	3/16/45
		LI'L ABNER		
6602	Kickapoo Juice	Amusing		37/31/45
6601	Porkuliar Piggy	Funny	7	12/16/44
		PANORAMICS		
6901	A Harbor Goes to France		10	
		PHANTASIES		
6702	As the Fly Flies		6	
6704	Bobby Socks	Good	6	8/18/45
6703	Goofy News Views	Has Possibilities	7	6/ 2/45
6701	Mutt 'n' Bones	Fair	7	12/23/44
		SCREEN SNAPSHOTS		
6851	No. 1 (GI Joe in Hollywood)	Fair	10	12/ 2/44
6852	No. 2 (The Mike Goes to War)		10	
6853	No. 3 (Ken Murray, M.C.)		10	
6854	No. 4 (Variety-Mowbray)		9½	
6855	No. 5 (GI Janes in Hollywood)	Average	10	3/20/45
6856	No. 6 (Vallee-Allen)	Good	9	4/14/45
6857	No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	4/14/45
6858	No. 8 (Letters to GI)		10	
6859	No. 9 (Doctors in Make-Up)		9½	
6860	No. 10 (Eddie Cantor-Ginny Simms)	Excellent	10	8/25/45
		SPORTS REEL		
6803	Aqua-Maids		9½	
6809	Chips and Putts		9	
6802	Hedge Hoppers	Selective	8	12/16/44
6808	Hi-ho Rodeo		9	
6807	Iron Masters	Excellent	9½	5/ 5/45
6801	K-9-Kadets		10½	
6805	Kings of the Fairway	Interesting	10	4/21/45
6806	Rough and Tumble	Very Funny	9	4/14/45
6810	Salmon Fishing		9	
6804	Striking Champions		10	

		SERIALS		
6120	Black Arrow		15 Chaps.	
6140	Brenda Starr, Reporter		13 Chaps.	
6160	Monster and the Ape		15 Chaps.	5/26/45

METRO-GOLDWYN-MAYER
(1943-44)

		CARTOONS (Tech.)		
W-542	Barney Bear's Polar Pest			
W-538	Bear Raid Warden	Good	8	8/26/44
W-539	Big Heel-Watha	Excellent	8	9/ 2/44
W-546	Jerkey Turkey	Fair	8	5/12/45
W-541	Mouse Trouble			
W-540	Puttin' on the Dog	Very Funny	7	11/ 4/44
W-543	Screwy Truant	Good	7	5/12/45
W-545	Shooting of Dan McGee	Kids Itself	8	4/21/45
W-544	Unwelcome Guest			
		CRIME-DOES-NOT-PAY		
A-502	Fall Guy	Fair	20	5/12/45
A-503	Last Installment	Absorbing	19	5/12/45
A-504	Phantoms Inc.		17	
		MINIATURES (10)		
M-590	Little White Lie			
M-589	Nostradamus IV	Very Good	10	11/ 4/44
M-588	Somewhere USA (Tech.)		10	
M-587	Why Daddy		9	
		PASSING PARADE		
K-574	A Lady Fights Back	Interesting	10	1/ 6/45
K-572	Grandpa Called It Art	Good	10	10/ 7/44
K-575	It Looks Like Rain			
K-573	Return From Nowhere	Interesting	10	11/ 4/44
K-576	Seesaw and the Shoes	Exceptional	10	5/12/45
		PETE SMITH SPECIALTIES (14)		
S-557	Football Thrills of 1943	Very Good	8	11/ 4/44
S-560	Hollywood Scout	Unique	8	5/12/45
S-55	Movie Pests	Pointed Fun	10	8/ 5/44
S-558	Safety Sleuth	Hilarious	10	12/16/44
S-556	Sports Quiz	Very Good	10	9/ 2/44
S-559	Track and Field Quiz			
		TRAVELTALKS (12) (Tech.)		
T-520	City of Brigham Young			
T-518	Colorful Colorado		8	
T-521	Monumental Utah	Excellent	9	9/ 2/44
T-519	Roaming Through Arizona		10	
T-522	Wandering Here and There	Instructive	9	1/13/45

(1944-45)

		CARTOONS		
W-631	Mouse Comes to Dinner		7	
W-632	Mouse in Manhattan		8	
W-633	Tee for Two		7	
W-634	Swing Shift Cinderella		8	
		TRAVELTALKS		
T-612	Seeing El Salvador		9	
T-611	Shrines of Yucatan	Instructive	9	1/13/45
T-613	Modern Guatemala City		8	

PARAMOUNT

		CLASSICS CARTOONS (Tech.) (4)		
C4-10	Hunky and Spunky		7	Reissue
C4-9	Kids in the Shoe		7	Reissue
C4-7	Little Stranger		7	Reissue
C4-8	Snubbed by a Snob		7	Reissue
		GEORGE PAL PUPPETOONS		
U4-6	Hatful of Dreams	Excellent	9	4/28/45
U4-3	Hot-Lip Jasper	Excellent	8	1/27/45
U4-7	Jasper's Booby Traps	Very Good	8	6/ 2/45
U4-8	Jasper's Close Shave	Good	8	8/ 4/45
U4-5	Jasper's Minstrels	Fair	9	4/28/45
U4-1	Jasper's Paradise	Excellent	7½	12/30/44
U4-4	Jasper Tell	Amusing	8	2/ 3/43
U4-2	Two Gun Rusty	Very Good	7½	11/11/44
		LITTLE LULU		
D4-4	Beau Ties	Fair	8	6/ 9/45
D4-1	At the Zoo	Entertaining	8	3/10/45
D4-2	Birthday Party	Excellent	8	3/10/45
D4-5	Daffydilly Daddy	Good	8	10/13/45
D4-3	Magica-Lulu	Amusing	8	5/ 5/45
D4-6	Snap Happy			
		NOVELTOONS		
P4-5	Lamb in a Jam	Good	8	8/ 4/45
P4-6	A Self-Made Mongrel	Funny	8	10/13/45
P4-4	Scrappily Married	Very Funny	8	8/31/45
P4-3	When GI Johnny Comes Home	Exceptional	8	5/ 5/45
P4-1	Yankee Doodle Donkey	Amusing	8	1/27/45
P4-2	Gabriel Churchkitten	Winsome	8½	3/10/45
		MUSICAL PARADES		
FF4-5	Boogie Woogie	Good	20	6/ 2/45
FF4-1	Bonnie Lassie	Very Good	19	9/23/44
FF4-3	Bombalera	Super	20	1/27/45
FF4-4	Isle of Tabu	Good	20	3/10/45
FF4-2	Star Bright	Excellent	20	12/23/44
FF4-6	You Hit the Spot	Entertaining	20	9/22/45
		POPEYE		
E4-5	For Better or Nurse		7½	
E4-6	Mess Production	Good	7½	11/17/45
E4-2	Pop-Pie Ala Mode	Good	8	6/ 2/45
E4-4	Shape Ahoy	Good	7½	9/ 1/45
E4-1	She-Sick Sailors	Good	8	3/31/45
E4-3	Tops in the Big Top	Good	7	8/ 4/45

		POPULAR SCIENCE		
J4-1	No. 1	Interesting	10	12/30/44
J4-2	No. 2	Excellent	10	12/30/44
J4-3	No. 3	Interesting	10	1/27/45
J4-4	No. 4	Very Interesting	10	5/12/45
J4-5	No. 5	Good	10	6/ 9/45
J4-6	No. 6	Excellent	10	8/ 4/45
		SPEAKING OF ANIMALS		
Y4-1	As Babies	Tops	9	12/30/44
Y4-6	From A to Zoo	Excellent	9	9/ 1/45
Y4-5	In a Musical Way	Excellent	9	8/18/45
Y4-3	In the Public Eye	Good	10	3/24/45
Y4-4	Talk of the Town	Very Funny	9	5/26/45
Y4-2	Who's Who in Animal Land	Tops	9	1/27/45
		SPORTLIGHTS		
R4-5	Blue Winners	Excellent	9	1/27/45
R4-2	Brongs & Brands	Thrilling	9½	12/30/44
R4-10	Campus Mermaids	Good	9	9/ 1/45
R4-9	Canine-Feline Capers	Good	9	8/16/45
R4-8	Fan Fare	Fair	9	6/ 9/45
R4-3	Long Shots or Favorites	Good	9½	2/10/45
R4-4	Out Fishin'	Excellent	9½	4/21/45
R4-6	Game Bag	Excellent	9½	3/31/45
R4-1	Rhythm on Wheels	Good	9½	12/ 2/44
R4-7	White Rhapsody	Thrilling	9	5/12/45
		UNUSUAL OCCUPATIONS		
L4-1	No. 1	Interesting	10	11/ 4/44
L4-2	No. 2	Interesting	10	2/24/45
L4-3	No. 3	Very Fine	10	3/10/45
L4-4	No. 4	Interesting	10	5/12/45
L4-5	No. 5	Interesting	10	9/15/45
L4-6	No. 6	Interesting	10	10/13/45

RKO RADIO

		DISNEY CARTOONS (18) (Tech.)		
54110	African Diary		7	
54112	Californy 'Er Bust	Fair	7	6/16/45
54113	Canine Patrol	Excellent	7	9/22/45
54107	Clock Watcher	Good	7	1/13/45
54118	Cured Duck		7	
54108	Dog Watch	Good	7	1/ 6/45
54111	Donald's Crime		8	
54105	Donald's Off Day	Funny	7	1/ 6/45
54114	Duck Pimples	Very Good	8	6/ 9/45
54109	Eyes Have it	Entertaining	7	5/12/45
54103	First Aiders	Excellent	7	12/ 2/44
54117	Hockey Homicide		8	
54104	How to Play Football	Timely	8	12/ 9/44
54116	No Sail	Good	7	8/25/45
54115	Legend of Coyote Rock	Very Funny	7	8/25/45
54102	Plastics Inventor	Excellent	7	8/19/45
54101	Springtime for Pluto		7	
54106	Tiger Trouble	Funny	7	1/18/45
		EDGAR KENNEDY		
53401	Feather Your Nest	Good	18	12/16/44
53402	Alibi Baby	Comedy	18	1/13/45
54405	It's Your Move	Fair	17	8/18/45
53403	Sleepless Tuesday	Some Laughs	18	4/28/45
53404	What, No Cigarets?	Poor	18	7/ 7/45
53406	You Drive Me Crazy	Fair	17	11/10/45
		FLICKER FLASHBACKS		
54201	No. 1		10	
54202	No. 2	Good	9½	11/11/44
54203	No. 3		9	
54204	No. 4	Hilarious	9	2/24/45
54205	No. 5	Swell Ribbing	9	3/31/45
54206	No. 6	Good	8	4/21/45
54207	No. 7		7	
		HEADLINER REVIVALS		
53201	Songs of the Colleges		15	
53204	Swing Fever		19	
53202	Swing It		16	
53203	Swing Vacation		19	
		LEON ERROL		
53707	Beware of Redheads	Good	17	9/22/45
53703	Birthday Blues	Average	17	4/14/45
53706	Double Honeymoon	Good	18	8/18/45
53702	He Forgot to Remember		17	
53704	Let's Go Stepping		17	
53701	Triple Trouble	Good Hokum	17	11/11/44
53705	It Shouldn't Happen to a Dog	Fair	18	8/25/45
		SPORTSCOPES		
54308	Athlete of the Year	Good	8	4/21/45
54313	Colorado Rainbows	Good	8	9/22/45
54306	Court Craft	Action	8	4/21/45
54305	Five Star Bowlers	Class Appeal	8	2/24/45
54304	Parallel Skiing	Good	8	1/ 6/45
54303	Saddle Starlets	Good	8	12/23/44
54302	School for Dogs	Interesting	8	12/30/44
54307	Ski Gulls	Thrills	8	3/31/45
54311	Tee Tricks	Excellent	8	7/ 7/45
54309	Timberdoodles	Interesting	8	4/23/45
54310	West Point Winners	Very Good	8	7/ 7/45
54312	Mexican Playland	Good	8	8/25/45
		THIS IS AMERICA		
53113	Americans in Paris	Good	16	11/24/45
53111	Annapolis	Interesting	16	9/22/45
53108	Battle of Supply	Excellent	17	7/ 7/45
53112	California Boom Town	Very Good	16	10/27/45
53107	Dress Parade	Very Good	16	5/12/45
53106	Guam-Salvaged Island	Excellent	17	4/21/45
53105	Honorable Discharge	Educational	17	3/24/45
53102	New Americans	Interesting	19	1/ 6/45
53104	On Guard	Exciting	17	3/ 3/45
53110	Policing Germany	Excellent	18	8/11/45
53103	Power Unlimited	Interesting	17	2/24/45
53101	West Point	Revealing	17	12/ 9/44
53109	China Life Line	Excellent	16	7/28/45

REPUBLIC

483	Federal Operator 99	15 Chaps.	
482	Marhunt of Mystery Island	15 Chaps.	
581	Phantom Rider	12 Chaps.	
484	Purple Monster Strikes	15 Chaps.	
481	Zorro's Black Whip	12 Chaps.	

20th CENTURY-FOX

LEW LEHR

5902 Do You Remember.....
5901 Sea Food Mamas..... 8 .....

MARCH OF TIME

1 Post War Farms.....
2 What to Do With Germany .....Excellent ..... 18½.. 9/30/44
3 Uncle Sam Mariner.....
4 Inside China .....Revelatory ..... 17½.. 12/ 2/44
5 Unknown Battle .....Interesting .... 19 ..12/30/44
6 Report on Italy.....Outstanding .... 17 .. 2/ 3/45
7 West Coast Question.....Interesting .... 16 .. 2/24/45
8 Memo to Britain.....Interesting .... 16 .. 3/24/45
9 Returning Veteran .....Interesting .... 17 .. 4/14/45
10 Spotlight on Congress....Informative .... 16 .. 5/19/45
11 Teen-Age Girls .....Excellent ..... 17 .. 6/16/45
12 Where's the Meat?.....Fair ..... 17 .. 7/28/45
13 New U. S. Frontier.....Unusual ..... 16 .. 8/11/45

MOVIETONE ADVENTURE

5256 Alaskan Grandeur (Tech.).Interesting .... 8 .. 3/10/45
5254 Black, Gold and Cactus (Tech.) .....
5257 Canyons of the Sun.....Educational .... 8 .. 2/10/45
5255 City of Paradox.....
5261 Empire State .....
5259 Isle of Romance.....
5252 Jewels of Iran.....
5256 Land of 10,000 Lakes....Interesting .... 8 .. 3/10/45
5251 Mexican Majesty (Tech.).....
5201 Modeling for Money.....
5253 Mystic India .....
6260 Sikhs of Pallala.....

SPORTS REVIEWS

5351 Blue Grass Gentlemen (Tech.) .....
5302 Steppin Pretty .....
5354 Down the Fairways.....
5352 Trolling for Strikes (Tech.) .....
5353 Nova Scotia .....Fair ..... 8 .. 3/10/45

SPECIAL

5601 Three Sisters of the Moors ..... 20 .....

UNITED ARTISTS 1944-45

DAFFY-DITTYS

Cross-Eyed Bull .....Very Good .... 10 ..11/ 4/44
Flying Jeep .....
Lady Says No.....
Pepito's Serenade .....
Choo Choo Amigo.....

WORLD IN ACTION

Now—The Peace .....Good ..... 21 .. 5/19/45
When Asia Speaks.....Interesting .... 19 ..12/ 9/44

UNIVERAL

NAME BAND MUSICALS

9128 Artistry in Rhythm.....Fair ..... 15 .. 6/16/45
9122 Harmony Highway .....Fair ..... 15 ..12/20/44
9124 Jive Busters .....Average ..... 15 .. 4/21/45
9125 Melody Parade .....
9123 On the Mellow Side.....Excellent ..... 15 ..12/30/44
9127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
9126 Swing Serenade .....Very Good .... 15 .. 5/12/45
9121 Swingtime Holiday .....Good ..... 15 ..12/30/44
9129 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

9373 ABC Pin-Up .....Good ..... 9 .. 2/10/45
9375 Author in Babyland.....Interesting .... 9 .. 5/12/45
9376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
9371 Idol of the Crowd.....Interesting .... 9 ..11/ 4/44
9378 Kanine Aristocrats .....Good ..... 9 .. 9/22/45
9372 One-Man Newspaper ....Interesting .... 10 ..12/23/44
9374 Pigtail Pilot .....Exceptional .... 9 .. 1/27/45
9377 School for Mermaids.....Good ..... 9 .. 8/25/45

SWING SYMPHONIES

9231 Abou Ben Boogie.....Fair ..... 7 ..11/ 4/44
9235 Painter and the Pointer .....Amusing ..... 7 ..12/23/44
9234 Pied Piper of Basin Street .....Entertaining ... 8 .. 2/10/44

TECHNICOLOR CARTUNES

9232 Beach Nut, The.....Good ..... 7 ..12/16/44
9236 Chow Chow Baby.....Hilarious ..... 7 .. 2/24/45
9239 Crow Crazy .....Funny ..... 7 .. 8/25/45
9240 Dippy Diplomat .....
9235 Painter and the Pointer.....
9233 Ski for Two.....Tops ..... 7 ..12/30/44
9238 Woody Dines Out.....Good ..... 7 .. 5/12/45

SPECIAL FEATURETTES

9112 Lili Mariene .....Engrossing .... 21 ..11/11/44
9110 World Without Borders..... 21 .....

VARIETY VIEWS

9352 Dogs for Show.....Very Fine ..... 9 ..12/23/44
9351 From Spruce to Bomber..Interesting .... 9 .. 12/16/44
9353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 ..12/23/44
9354 White Treasure .....Interesting .... 9 .. 1/13/45
9356 Wingmen of Tomorrow...Interesting .... 10 .. 6/16/45
9355 Your National Gallery...Interesting .... 10 .. 2/24/45
9357 Victory Bound .....Interesting .... 9 .. 9/ 1/45
9358 Village of the Past.....Good ..... 9 .. 8/25/45

SERIALS

9581 Jungle Queen..... 13 Chaps.
9881 Master Key ..... 13 Chaps. 5/ 5/45
9681 Mystery of the River Boat... 13 Chaps. 12/ 2/44
9781 Raiders of Ghost City..... 13 Chaps. 8/12/44
9981 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1726 Baseball Bugs .....
1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 .. 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 ..11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1313 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Actors.....Good ..... 20 .. 4/14/45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30/44
1108 It Happened in Springfield .....Magnificant .... 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1108 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good ..... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3/ 3/45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky .....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard.....Fair ..... 10 ..10/13/45
1716 Baby Bottleneck .....
1704 Behind the Meat Ball....Good ..... 7 .. 4/14/45
1713 Book Revue .....Very Good ..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1709 Fresh Airdale .....Very Funny ... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1717 Hare Remover .....
1714 Holiday for Shoestrings.....
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peck Up Your Troubles..Good ..... 7 ..10/10/45
1715 Quentin Quail .....
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1708 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimcapades .....Interesting .... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1006 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional ..... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good .... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/26/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Dav.....Very Good ..... 10 .. 9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½.. 11/10/45
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers..... 16½.....
7422 Dance, Dunce, Dance!...Funny ..... 18½.. 10/27/45
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell.....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7435 Spook to Me..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17 .....

COLOR RHAPSODY

7501 River Ribber ..... 6 .....

COMMUNITY SINGS

5657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½.. 11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Baker) Dream..... 10 .....
7654 No. 4 (Baker) Good, Good .....Good ..... 11 .....
7655 No. 5 (Leibert) No Can Do..... 10 .....
7656 No. 6 (Baker) That Feeling in the Moonlight.....

FILM VODVIL

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra ..... 11 .....

FLIPPY

7601 Catnipped ..... 7½.....

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½.....

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) ..... 9 .....
7854 No. 4 (Hollywood Celebrations)..... 9 .....
7855 No. 5 (Movie Stunt-men & Doubles)..... 9 .....
7856 No. 6 (Wendell Niles and Prindle).....

SPORT REELS

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaids' Paradise ..... 9½.....
7805 Rasslin' Romeos ..... 9½.....
7805 Wrestling .....

SERIALS

7141 Hop Harrigan ..... 15 Chaps.
7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-733 Quiet Please .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-757 Fala at Hyde Park.....Interesting .... 11 .. 1/26/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-776 Our Old Car.....Nostalgic ..... 10 .. 1/26/46
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny .....Good ..... 10 .. 1/26/46
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU

D5-1 Man's Pest Friend..... 8 .....
D5-2 Bargain Counter Attack.....

NOVELTOONS

P5-1 The Friendly Ghost..... 7½.....
P5-2 Old MacDonald Had a Farm .....

MUSICAL PARADES

FF5-1 Little Witch .....Very Good ..... 20 ..11/10/45
FF5-2 Naughty Nanette ..... 20 .....
FF5-3 College Queen.....

POPEYE

E5-1 House Tricks .....
E5-2 Service With a Guile.....

POPULAR SCIENCE

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 ..... 10 .....
J5-3 No. 3 ..... 10 .....

SPEAKING OF ANIMALS

Y5-1 Animal-ology .....Very Funny .... 9 ..11/ 3/45
Y5-2 Hillbillies ..... 9 .....

SPORTLIGHTS

R5-1 What a Picnic.....Interesting .... 9 ..10/18/45
R5-2 Paddle Your Own.....Good ..... 9 ..11/17/45
R5-3 Running the Team..... 9 .....
R5-4 Good Dog .....
R5-5 Dixie Pointers .....

UNUSUAL OCCUPATIONS

L5-1 No. 1 ..... 10 .....
L5-2 No. 2 ..... 10 .....
L5-3 No. 3 ..... 10 .....

RKO RADIO 1945-46

DISNEY CARTOONS

64101 Canine Patrol ..... 7 .....
63403 Trouble Or Nothing..... 18 .....
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....

FLICKER FLASHBACKS

64201 No. 1 .....Funny ..... 7 ..11/17/45
64202 No. 2 .....Funny ..... 7 .. 1/26/46
64203 No. 3 ..... 7 .....
64204 No. 4 ..... 8 .....

HEADLINER REVIVALS

63201 The Derby Decade..... 22 .....
63202 Russian Dressing ..... 18 .....
63203 Twenty Girls and a Band..... 18 .....

LEON ERROL

63701 Beware of Redheads..... 17 .....
63702 Maid Trouble ..... 18 .....

RAY WHITLEY WESTERN MUSICALS

63501 Western Welcome ..... 18 .....
63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....
63504 Rhythm Wranglers ..... 19 .....

SPECIAL

671 The House I Live In....Excellent ..... 10 ..10/13/45

SPORTSCOPES

64301 Athletic Items .....Good ..... 8 ..11/24/45
64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... 8 .....
64305 Ski Master ..... 8 .....

THIS IS AMERICA

63102 T. V. A.....Interesting .... 18 .. 1/26/46
63101 Airline to Everywhere....Excellent ..... 17 .. 1/ 5/46
63103 Great Lakes ..... 16 .....

WAR ACTIVITIES

Here Come the Yanks....Interesting .... 10 ..10/13/45

20th CENTURY-FOX

MOVIETONE ADVENTURE

(210	Across the Great Divide			
(258	Along the Rainbow Trail			
(254	Bountiful Alaska		8	
6259	Cradle of Liberty			
6253	China Carries On			
6256	Louisiana Springtime		8	
6257	Lost Lake			
6252	Magic of Youth			
6251	Memories of Columbus			
6255	Song of Sunshine		8	

SPORTS REVIEWS

6353	Diving Dandies			
6355	Golden Horse			
6301	Pins and Cushions			
6351	Ski Aces			
6352	Time Out For Play		8	
6354	Sea Sirens			

TERRYTOONS

6517	Dinky Finds a Home		7	
6511	Fortune Hunters		7	
6502	Fox & the Duck			
6520	Golden Hen		7	
6514	It's All In the Stars		7	
6518	Johnstown Flood		7	
6501	Mighty Mouse in Gypsy Life		6	
6506	Mighty Mouse Meets Bad Bill Bunion		7	
6508	Mighty Mouse in Krakatoa		7	
6513	My Old Kentucky Home		7	
6519	Peace-Time Football		7	
6503	Swooning the Swooners			
6510	Svengali's Cat		7	
6509	Talking Magpies		7	
6507	The Exterminator		7	
6515	Throwing the Bull		7	
6516	Trojan Horse		7	
6504	Watch Dog			
6512	Wicked Wolf		7	
6505	Who's Who in the Jungle		7	

MARCH OF TIME

1	Palestine Problem	Informative	17		9/15/45
2	American Beauty	Interesting	18		
3	18 Million Orphans	Excellent	17		11/ 3/45
4	Justice Comes to Germany	Impressive	21		11/24/45
5	Challenge to Hollywood	Interesting	18		1/ 5/46
6	Life With Baby	Very Good	20		2/ 2/46

UNIVERSAL

ANDY PANDA CARTOONS

	The Poet and Peasant	Very Good	7	10/27/45

NAME BAND MUSICALS

1304	Cuban Madness			
1301	Solid Senders	Very Good	15	11/24/45
1302	Hot and Hectic			
1306	Melody Stampede	Good	15	1/26/46
1381	Sing And Be Happy			
1307	Swing High, Swing Sweet			
1303	Synco-Smooth Swing			
1305	Tin Pan Alley Tempos			

PERSON-ODDITY

1361	Gabriel Heatter Reporting	Interesting	9	11/17/45
1362	Hill-Billy Artist	Interesting	9	10/27/45
1366	Maestro of the Comics			
1363	Paper Magic	Interesting	9	11/10/45
1364	Pottery Poets	Good	9	12/ 1/45
1365	Front Line Artists	Good	9	12/ 1/45

SERIALS

	Lost City of the Jungle			
	Royal Mounted Rides Again	Actionful	19	1/19/46
	Scarlet Horseman			
	Secret Agent X-9			

TECHNICOLOR CARTOONS

1321	Loose Nut			
1322	Poet & Peasant			

VARIETY VIEW

1342	Go North	Very Good	9	10/13/45
1364	Grave Laughter	Amusing	9	11/24/45
1344	Doctor of Paintings			
1345	Jungle Capers			
1341	Queer Birds	Interesting	9	11/10/45

VITAPHONE-WARNER BROS.

BLUE RIBBON CARTOONS

2303	The Good Egg			
2302	Lyin' Mouse			
2301	Sunbonnet Blue		7	
2304	Trial of Mr. Wolf			

FEATURETTES

(2101	Barbershop Ballads	Fair	20	8/25/45
2102	Star in the Night	Outstanding	20	10/27/45
2103	All Star Musical Revue	Entertaining	20	12/ 1/45
2104	Good Old Corn	Good	20	12/ 1/45
2106	Hitler Lives?	Excellent	20	1/ 5/46
2105	Musical Shipmates			

MELODY MASTERS

2601	Spade Cooley, King of Western Swing	Excellent	10	8/25/45
2605	Headlines Bands			
2602	Here Comes the Navy Bands	Fair	10	10/13/45
2603	Musical Novelties	Fair	10	11/17/45
2604	Music of the Americas	Good	10	12/ 1/45

SPECIAL

2901	The Nine Hundred	Outdated	10	10/27/45

SPORTS PARADE

2501	Sports Go to War	Outdated	10	10/13/45
2502	Holiday on Horseback			
2503	Michigan Ski-Daddle			

TECHNICOLOR ADVENTURES

2801	Fashions for Tomorrow		10	
2802	In Old Santa Fe			

TECHNICOLOR SPECIALS

2001	Frontier Days	Good	20	
2002	Forest Commandos			

VITAPHONE VARIETIES

2401	Alice in Jungleland	Interesting	10	11/17/45
2402	Miracle Makers		10	
2405	Peeks at Hollywood			
2404	So You Think You're Allergic	Fair	10	1/19/46
2403	Story of a Dog	Interesting	10	8/25/45

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SHOWMEN'S TRADE REVIEW

1501 Broadway **New York 18, N. Y.**

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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Vol. 44 No. 5

FEBRUARY 16, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



SET PRECEDENT. Newsreels this week photographed the precedent-shattering event when three Supreme Court Justices (Chief Justice Harlan F. Stone—center—and Justices Felix Frankfurter and Frank Murphy, left and right above) made a public appeal for support to an outside activity, American Brotherhood Week. See story on page 6.

Johnston Talks on Labor Relations
see page 4

Popcorn Profits—by Jack Jackson
see page 9

FEB 18 1946

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GARSON's got him!



GUS call the cops!



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At Mr. Gus Eyssell's famed Radio City Music Hall the World Premiere of M-G-M's great "Adventure" is on its way to fame and fortune.

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Directed by VICTOR FLEMING Produced by SAM ZIMBALIST

EDITORIAL PAGE

Over, and Over Again

There may be rhythm (which jive addicts tell us is terrifically important) but there is—to one in show business—also a monotonous repetition of the "master plan" in these various and sundry Allied units' resolutions regarding the proposed Theatres Activities setup.

Down in Washington—at a meeting attended by many Allied men who previously had accepted invitations to be present at the gathering at which the TAC was projected—the Allied high command put the inner circle injun sign (as is not unusual in the star-chamber techniques of that organization) on the Theatre Activities Committee plan. Whereupon, Allied men as a body reneged on the TAC meeting, including many who previously had signified in writing they would attend and at which the outlines were drawn for a national organization whose platform, purposes and set-up will be discussed out in the open—according to promises of those who making arrangements for the convention—at a national gathering in St. Louis next April.

Since that time this Allied unit and that one, with the tiresome regularity we complain about, has been following in the "master's" footsteps. Somebody gets up and says that there is nothing in the TAC plan which cannot be done better by Allied and then a motion comes up, and is passed, in which the whole august body declares itself devoutly in favor of a "free screen."

In the viewpoint of this corner nothing is more healthful to a good, democratic, business-like way of settling on the best course, than to have an outspoken opposition to every proposal. To be outspoken, of course, one must first determine what the proposal is before either approving or putting the veto on it. However, in Allied's case this mealy-mouthed business of piously talking about a "free screen" in one breath and caverlierly dismissing in the next a plan which they haven't taken the trouble to find out the least thing about seems a bit too thick for this observer.

Previously we have suggested—and we still think it's a swell idea—that theatremen owe it to themselves to find out what this TAC plan is all about. The men behind it are certainly of the stature, and the reputation on the basis of their long records in this industry, to command interest. Surely, this can't be a crackpot notion proceeding from the day-dreamings of tyros and theorists who are known for their accomplishments in fields of legalistic or political activities or organizational hocus-pocus rather than for their identification with the hard, down-to-earth work of running theatres, and running them successfully as an enterprise independent and apart from producer or distributor affiliations.

What we think is needed now is an intelligent consideration of the Theatre Activities Committee proposal. That can come only if large numbers of independent, working theatremen and theatre owners individually inform themselves about this TAC movement. It won't do to turn the whole program down—sight unseen—in the present Allied style. Let great numbers of the theatremen themselves become acquainted with the plan. Let them look it over critically and impartially and come to a decision as to whether or not they believe it good for the theatres of this country to get together in such an organization and on such a program as TAC proposes. Then let them act—in good American fashion—entirely in accordance with their own free, independent beliefs and wishes.

▲ ▲ ▲

Worth Your While

The chairman of the industry committee for American Brotherhood Week—that would be Spyros Skouras—has been doing an excellent job of setting up the whole plan for theatre participation in this campaign which will run for the week February 16-24. Even without such an outstanding job of national organization for the week, the American Brotherhood Week movement would deserve the most spirited and whole-hearted effort on the part of all exhibitors.

The exhibitor—the theatreman—is in the peculiar position of carrying a responsibility that ranges far beyond the scope of that which falls upon the shoulders of other business men. His theatre is the focal point of community interest and attention. He enjoys great benefits thereby. But he also has these responsibilities, and one of them is to line up and go to work for just such idealistic—and wholly necessary—movements as is represented in the American Brotherhood drive sponsored by the National Conference of Christians and Jews.

Theatremen can be proud that their industry has so effectively focussed the attention of America on this movement (the public appeal of the Supreme Court Justices which appears in your newsreels is merely the culminating flourish to a fine job of public relations) and it behooves all theatremen to show the excellent trailer and give the greatest showmanship punch to the whole idea which will be in the national spotlight during the week February 16-24.

—"CHICK" LEWIS

INDUSTRY NEWS

Sound Labor Policy a Must, Says Johnston

MPAA Chief Cites Close Tie Between Hollywood's Studios and the Theatres

By TOM KENNEDY

The most important single contribution to a good public relations job for the industry at this time is a labor relations program that will permanently end the chaotic situation currently existing in Hollywood, Eric Johnston told Showmen's Trade Review in New York last Friday (Feb. 8). Mr. Johnston in discussing the situation with this reporter prior to the MPAA president's departure for Washington following his New York meetings with film company executives, advertising men and the trade press, indicated that in his opinion the difficulties besetting the producers extends far beyond the walls of the Hollywood studios and is a matter of concern to the entire industry, not exclusively the producer-distributor members of the organization of which he is president.



Eric A. Johnston

"In my opinion," Mr. Johnston said, "enlightened and efficient labor relations under which the present studio difficulties will be resolved and productive working conditions established between labor and management is a prime essential to a sound public relations program for the industry." He indicated that not merely the costly disruption of studio schedules—which place an economic burden on all branches of the industry—but other considerations give the matter vital concern to all enterprises and individuals associated with the industry, and definitely can affect "the public relations of the motion picture as an industry" and as a public institution as represented by the theatres in cities, towns and communities throughout the U. S.

Mr. Johnston—citing the large number of crafts and guilds with which the studios have to deal—said that studio management faces tremendous problems in dealing with a highly complicated situation. "On the other hand," he added, "these unions have their own difficulties which have arisen over natural conflicts concerning jurisdiction." He admitted that the situation is a veritable "mess," and declared that "this is the fault of nobody in particular—unless you want to go 'way back into the beginning" of a highly complicated pattern which has resulted in an industry employing such a large number and variety of crafts and skills.

In view of the announced intention of two exhibitor organizations (Theatre Activities Committee and National Allied) to give high priority to discussions of a postwar public relations program for the industry, Johnston's remarks might indicate the existence of a hitherto unheralded relationship between his preoccupation with efforts for a long range solution to Hollywood's labor troubles and the emphasis put on public relations by exhibitor leaders.

Eric Johnston is not alone in stressing the complex nature of the present labor situation in the industry Those who have been closely associated with the current difficulties in Hollywood insist that a closeup understanding of the intricate pattern of the studio-labor setup is essential to a full appreciation of the involved situation with which the industry has had to come to grips since the outbreak of the picketing and strikes that started in March 1945.

Johnston, it is abundantly clear from his public pronouncements, has not swerved from his original position that he is interested in a "long range" program rather than an expedient out from the present difficulties. His attitude appears to be that the technic of the quick solution of immediate difficulties, instead of solving problems, has contributed to the further complication of a situation which, shortly after assuming his post as head of the MPAA, Johnston described as "the most complicated jurisdictional strike I have ever known."

Paramount to Protect Exhibitors From 16mm. Invasion—Reagan



Charles M. Reagan

Paramount Pictures has no intention, either at present or in the future, of jeopardizing its 35-mm. exhibitor accounts in the domestic market by expanding its 16-mm. program, it was stated unequivocally by Charles M. Reagan, vice-president in charge of distribution, during the recently completed regional sales meeting. In fact, Paramount has already curtailed its limited participation of the past, Mr. Reagan added.

Pointing out that Paramount was the pioneer in the 16-mm. field when it began its activities in 1935, Reagan stressed the fact that exhibition of the small guage film today is confined to Red Cross hospitals, "Shut-In" institutions, schools and Prisoner-of-War camps. As to the 16-mm. service provided for schools, Reagan pointed out that available films utilized in educational programs include only pictures of a definite historic nature.

As further protection to its regular 35-mm. accounts, the company recently withdrew all 16-mm. film from theatre-less towns.

Future plans in the 16-mm. domestic field, as far as Paramount is concerned, Reagan concluded, definitely include the intention of strict adherence to the company's present policies, and the restriction of showings solely to those outlets with revenue possibilities removed from and not in competition with the standard-size field.

SMPE to Educate All Industry Employes

Under the leadership of Frank Cahill, Director of Projection and Sound for Warner Brothers, the Atlantic Coast Section of the Society of Motion Picture Engineers is undertaking a far-reaching program to acquaint all members of the industry with all phases of its activities.

At Wednesday night's meeting at the Hotel Pennsylvania, New York, dubbing technique was explained by W. A. Pozner of MGM International Films Corp. Next month's meeting, to be held March 13th, will be addressed by Dr. Allen B. DuMont, President of DuMont Television, on the subject of the relationship between television and motion pictures.

All meetings will open to members and nonmembers of the Society alike, Col. Cahill, who is chairman of the Atlantic Coast Section, stresses.

Altec Western Executives Confer on Post-War Plans

Altec Service Corporation this week held a three-day conference of the Western Division in Seattle, at which district managers and supervisors from the Seattle and Los Angeles districts, together with home office executives, talked over the post-war program. In discussing the conference, G. L. Carrington, Altec president, said, "The Voice of the Theatre, Altec Lansing's new loudspeaker system, which has already received nationwide acceptance by exhibitors and patrons alike, was featured during the first day's session."

Dailey Joins Music Hall Staff

Major Jack F. Dailey, now on terminal leave after four years' service with the Army Air Forces, on March first, will join the staff of Radio City Music Hall as Administrative Assistant to G. S. Eyssell managing director.

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SHOWMEN'S TRADE REVIEW

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INDUSTRY NEWS

Plan Limited German Film Production Soon

Germany's film industry will be permitted to function soon under the supervision of a well known Hollywood figure, who will be attached to the Army's Information Control Division and who will license, censor and otherwise control what is expected to be extremely limited production, it was announced by representatives of the State Department headed by John Lefebre last week at a meeting with trade press representatives in the Office of Fred Schwartz, Century Circuit executive who spent three months in Germany as head of the American policy making group on film matters.

Feature productions will be made in the undamaged Bavarian Filmkunst Studios on the outskirts of Munich which has four sound stages Lefebre said.

Three pictures from each of the four countries occupying Germany will be exchanged for showing in each zone under terms of an agreement recently made between the United States, Great Britain, Russia and France, Mr. Lefebre stated.

10,000 'Creed' Prints Shipped Through NSS

Shipment of 10,000 prints of "The American Creed," three-minute trailer with nine famous stars for the American Brotherhood Week, will be completed early next week by National Screen Service, Spyros P. Skouras, national chairman of the film industry committee announced this week. Prints are available through any local branch manager of all film companies or through NSS.

Exhibitor groups in numerous localities are urging organization members to participate by giving the film the widest possible coverage. Among those who are co-operating in the drive are P. J. Wood, secretary of the ITO of Ohio, who in a special bulletin urged his exhibitors to play the film. In Denver, F. H. Ricketson, Jr., state chairman, announced the entire territory has been canvassed by branch managers.

In Pittsburgh, invitations to a special screening were sent to the entire mailing list of the Conference to all Ministers, Priests and Rabbis in Allegheny County last Thursday, with a record turnout reported.

'No Audience, No Dirty Show', Class Suburb Proves Point

One of the citizens of Wilmette Village in the Chicago area said: "I still say when a dirty talker has no audience he'll stop talking." Last week the residents of this North Shore community made the theory effective by doing away with a "sex hygiene" film-lecture show called "Mom and Dad" (uniformed nurse at each performance). The exclusive suburb revolted when glaring ads announced the event, and various civil committees charged the local authorities with dereliction of duty, calling the show downright dirty and corrupting to their morals.

The authorities got busy. The result was that after five days the police swooped down and arrested a Charlie Zimmerman, alias Elliott Forbes, on charges of giving an indecent performance and selling obscene printed matter.

Screen Ad Sales at Top

Alexander Film Co. announced this week that sales in 1945 topped all previous years in the company's more than a quarter-century in the theatre screen advertising field. Sales signed exceed four and one-half million dollars, representing an increase of 33 per cent over the previous year.

U. S. Films Face Test

The film industry will soon enter a period when it will be faced with the toughest competition for world markets in history, according to David E. Rose, managing director for Paramount in Great Britain, who arrived in Hollywood Monday. Rose pointed out that almost all countries contemplate production and that this will raise the general level of films, both in quality and qauntity, so that audiences can pick and choose as never before. To make money the film will have to satisfy the world's box office customer.

Kentucky Bills Seek to Raise and Lower Taxes

Bills sponsored by the Kentucky Association of Theatre Owners have been introduced in the state's legislature calling for the repeal of the graduated theatre admission tax. Coincidentally, however, another measure, designed to increase the present tax, has been introduced in Kentucky's lower house.

Considerable doubt is expressed that a reduction of taxes can be realized since the legislators have department requests for $9 million in excess of potential revenue. Theatre tax receipts, accounting for 90 per cent of the admission tax, have grown annually since 1938-39 when collections totaled $520,158.

Mochrie and O'Shea in Variety Convention Posts

Robert Mochrie and Ted O'Shea have accepted posts on the general convention committee for the national convention of Variety Clubs of America to be held in May, it has been announced by R. J. O'Donnell, National Chief Barker.

O'Donnell also announced that Paul Short has been appointed executive co-chairman for Hollywood, where he will work with Dick Owen on the convention journal, and with Bud Saunders on transportation.

Arthritis Drive Pilots Listed

Jack Flynn, chairman of the amusement division for the drive for $2,500,000 to establish a new National Arthritis Research Foundation in Hot Springs, Ark., this week announced area chairmen to assist in the campaign. They included Tracy Barham, Salt Lake City, Si Fabian, New York; Harold Fitzgerald, Milwaukee; John Harris, Pittsburgh; Bob O'Donnell, Dallas; Henderson M. Richey, New York; Charles Skouras, Los Angeles.

PRC Key Men Meet in Fla.

Harry H. Thomas, president of PRC Pictures, Inc., Robert Purcell, chairman of the Board of Pathe Industries, Robert Benjamin, president of the J. Arthur Rank Organization, and Reeves Espy, production head for PRC, left Monday for Palm Beach for conferences with Robert Young.

'Zippie' Goldman with Embassy

Harry "Zippie" Goldman, former franchise holder for PRC in New England, has become a partner in Embassy Pictures Company of Boston, according to Joseph E. Levine, representing Embassy.

March Release for 'Trunk'

With March 30 set as the national release date for "Saratoga Trunk," Warner Bros. will have two new releases for next month. The other is "Cinderella Jones," dated for March 9.

Northwest Population Shift Produces Boom

Many motion picture theatre owners in the Portland, Ore., area, especially the small chain operators, are making an enthusiastic survey of the various new communities of Oregon and Washington. They find that a good deal of the big center population in order to escape high taxes has moved into the suburbs. Many of the returning G.I.'s are settling in these communities. Hence the many new theatres either contemplated or already under way, depending upon the availability of materials.

Among the new houses for 1946 is a $150,000 theatre, operated by Evergreen Theatres Corporation, to be built at Olympia, Wash.

John Danz, president of the Sterling Theatre chain, announces a new building will be erected at 39th Ave. South and Empire Way, Seattle. The building will include a 1,000-seat theatre and will cost an estimated $250,000. A second house will be built by the corporation at 33rd Avenue West and West McGraw Street, Seattle.

E. W. Johnson, who operates the Northwest Motor-In Theatre on Seattle-Tacoma Highway, announces that plans have been completed for construction of a new Aurora Motor-In Theatre at 135th Street and Aurora Ave., Seattle. It will accommodate 700 cars.

30-Day Teamster Truce Saves Mich. Theatres

Tie-up of 600 theaters in Detroit and Michigan was averted as 30 striking American Federation of Labor film truckers declared a truce with five companies in their fight for a 30 per cent pay increase after being off their ffiobs for two days last week.

Robert Lomasney, state labor mediator, said he was notified by Frank Fitzsimmons, business manager of the RFL Teamsters Local 299, of a 30-day suspension of the strike pending mediation.

Lomasney met with representatives of the five trucking firms involved and union negotiators. A plea by Earl Hudson, official of the United Detroit Theatre Corporation, was instrumental in bringing about the truce.

The five trucking firms haul all films in the state. Twenty neighborhood houses in Detroit were forced to close two days before. No film had been delivered to them.

The truckers are demanding a 30 per cent wage increase and other contract amendments.

New Cartoon Sound Track Is Devised for Universal Short

A new-type sound track which will double the size of that now in use, is being utilized for Walter Lantz's second Musical Miniature cartune entitled "Chopin's Musical Moments" for Universal release. A wider range of sound is claimed for the new track.

Lantz has signed Ted Saidenberg and Ed Rebner, duo-pianists, to record four Chopin compositions for the cartune.

It Can Be Done

Last December the Princess Theatre in St. Louis was destroyed by fire. This week owner H. E. Webster announced the theatre will be rebuilt as soon as weather conditions permit. But what about building materials, you ask? Simple for Mr. Webster. He purchased a large private near-by residence and this will be razed so that heavy timber and brick will be available in time.

INDUSTRY NEWS

Justices Stone, Frankfurter, Murphy Raise Voices for 'Brotherhood Week'

For the first time in the history of the country's highest tribunal three Supreme Court Justices this week temporarily doffed their robes to lend support to an outside activity—"American Brotherhood Week"—when Chief Justice Harlan F. Stone, and Justices Felix Frankfurter and Frank Murphy made public statements in Washington asking the nation to back the campaign for better racial understanding.

The personal appeal of the Justices, who were photographed and recorded by newsreels, came just before the start of the drive sponsored by the National Conference of Christians and Jews, which begins this Sunday. The Justices themselves represented the three chief religious groups—Protestants, Catholics and Jews.

Time of Confusion

In his statement Chief Justice Stone remarked: "These are times of shifting standards and moral confusion. That this is true is due, more than all else, to the fact that mankind, despite its long and painful struggle up from barbarism, is not yet ready to accept in its fullness the ultimate truth that there can be no civilized society, there can be no peace or happiness among men, without freedom of the spirit and the mind for all men—and may I say also, unless we preserve intact the capacity for righteous indignation at every form of cruelty and injustice, and the urge to give vigorous expression to it.

"Freedom of the mind and the spirit has its practical aspects in every-day life. It includes the right of every man to live and work in peace, to earn, to save, and to enjoy the fruits of his labor, so long as their enjoyment does no harm to his neighbor. It embraces the freedom of all men to seek the truth wherever it may lead, to think and speak freely, and to worship God according to the dictates of conscience."

Faith in Common Man

Justice Frankfurter said: "If one faith can be said to unite a whole nation surely the ideal that holds us together beyond any other is our belief in the moral worth of common man, whatever his race or religion. In this faith America was founded. This is the faith her poets and prophets have preached. To this faith unknown millions, generations after generation, have devoted their lives.

"The unfolding of our Republic is the story of the greatest racial admixture in history. Of the fifty-six signers of the Declaration of Independence eighteen were of non-English stock. Foreign-born citizens from almost every land fought in the War for Independence, helped to save the Union and are found on the honor rolls of the two World Wars. Full scope to the human spirit, whatever its racial or religious origin, is the distinctive hallmark of Americanism. This was the conviction expressed by President Roosevelt on the occasion of the Fiftieth Anniversary of the Statue of Liberty.

"I like to think of the men and women who, with the break of dawn off Sandy Hook, have strained their eyes to the West for the first glimpse of the New World. They came to us speaking many tongues—but a single language, the universal language of human aspiration. How well their hopes were justified is proved by the record of what they achieved. They not only found freedom in the New World, but by their effort and devotion, they made the New World's freedom safer, richer, more far-reaching, more capable of growth."

Greatest Free Government

Justice Murphy declared: "Our nation has been built upon democratic principles. One of these principles is that each among us is to be treated as a human being without regard to the land from which his forefathers came, his racial background, his creed. We should not think of ourselves as Jews or Gentiles. We are American. If any community in our nation betrays the tenets of civil and religious liberty a damaging blow will be inflicted on the greatest system of free government known to man.

"Too few Americans know American history. Men unrelated in racial origin, drawn from every corner of the earth, and professing various religious creeds, combined their efforts and their talents to create a 'New World' of free men. From the first until this hour it has been our duty, if we really believe in democracy, to secure each man against injustice by his fellows, prevent discrimination and preserve for him his right to hold the religious views that best meet his own soul needs."

It Was Inevitable

When a resident of Vancouver, British Columbia, was brought before a magistrate on a charge of intoxication he received a fine and a long lecture on temperance. The climax of the harangue was an impassioned demand that the miscreant attend a showing of "The Lost Weekend" and learn from Ray Milland what the future held for him if he did not mend his ways.

Phone Timetable Service Inaugurated This Week

The recently announced timetable service for New York theatres was scheduled to be inaugurated this week by Movietime, Inc., with offices in Brooklyn. The system revolves around a battery of 45 telephone operators who furnish name of picture, cast and time of each performance when the number Main 5-6171 is called.

MGM Southern Sales Head

Rudolph Berger, southern sales manager of Metro-Goldwyn-Mayer, presided at a divisional meeting of his organization at the Biltmore Hotel, Atlanta, February 11-12. Attending the session were: Burtus Bishop, district manager, and Leroy Bickel, branch manager, Dallas, Tex.; Charles E. Kessnich, district manager, and William B. Zoellner, branch manager, Atlanta; Louis C. Ingram, branch manager, Memphis; Jack ReVille, branch manager, Oklahoma City; Frank Hensler, branch manager, Kansas City; C. J. Briant, branch manager, New Orleans, and Benn H. Rosenwald, branch manager, Charlotte, N. C.

UA Accessories Through NSS

United Artists has completed arrangements whereby National Screen Service will handle the distribution of all the company's advertising accessories, effective March 1.

Stoltz Handles Premiere

Arnold Stoltz, director of advertising and publicity for PRC, left Tuesday for Detroit for the Michigan premiere of PRC's "The Enchanted Forest."

Perfect Film Poll

Voting for the year's ten best pictures has now reached a group of men who were not polluted by outside influences nor interests—men whose opinions could not be swayed by expensive dinners from the producers, whose minds were in a position to think completely freely. They chose RKO's "The Bells of St. Mary's" as the leader of the first ten films. The poll took place at San Quentin prison.

Rank Plans 'Immediate' Start on 20 New Houses

With the arrival in Toronto this week of John Davis, trade ambassador for J. Arthur Rank, it was learned that Odeon Theatres of Canada expects to start an immediate building program that calls for 15 to 20 theatres in the Dominion during the next eighteen months. Davis himself said in an interview that the first houses built will be show cases in Toronto, Montreal and Ottawa, where properties have already been acquired. Rank is partner with Paul L. Nathanson in the operation of Odeon Theatres of Canada.

Asked how Odeon was able to go into such extensive construction in view of the labor and materials situation, Davis added the proviso "if strikes in the States and elsewhere do not interfere." Scarcity of materials, equipment and skilled labor had delayed various earlier projects, including the Nathanson-Rank studio at Toronto. This is also expected to get under way soon, Davis said.

In connection with recent alliances signed by Rank with American film interests, Davis declared that the quota of Hollywood pictures would be released in Canada through the Eagle-Lion office in Toronto, in addition to the full list of British pictures produced by Rank.

Kerr Succeeds Glenn Cook as Monogram Production Manager

Charles Kerr, liaison between the Signal Corps and studios in the production of training films for the past 2½ years, has been appointed production manager at Monogram, succeeding Glenn Cook, who has been elevated to the position of supervisor of production. Kerr has made one picture since leaving government service, acting as production manager on recently completed Lum and Abner film at RKO.

Set to Manufacture 'Seeing Eye' Device Invented by Cameraman

Cameraman Joseph Walker has authorized the Gray Manufacturing Co., Hartford, Conn., to turn out his "seeing eye" range finder for the blind. First range finders manufactured will go to a government institution where blind war veterans are undergoing a retraining program.

Walker is now filming "The Story of Jolson" at Columbia.

Lipton, Serkowich Feted

More than eighty-five members of Columbia's advertising, publicity, special events and exploitation departments were present at the Hotel Astor last Friday at a luncheon in honor of David A. Lipton and Benjamin H. Serkowich, retiring and incoming directors. Those on the dais, in addition to Lipton and Serkowich, were: N. B. Spingold, Hortense Schorr, Sidney Alexander, Sylvia Kossack, Al Rylander, Jack Meyer and Lawrence Lipskin.

INDUSTRY NEWS

Govt. Asks Griffiths Be Adjudged Guilty

A formal brief asking that the Griffith Amusement Co. and L. C. and H. J. Griffith be found guilty of specific violation of the Sherman Anti-Trust Act was laid by the Department of Justice before Judge Edgar S. Vaught in Oklahoma City this week. It was the first development in the Griffith case in a long time, for the brief, of great length, was prepared only after long delay. Attorneys for the Griffith interests declared that on a quick perusal they felt the new Government brief contained no surprises.

The defendants now have sixty days in which to file their answering brief, giving their version of what the Judge's decision should be. No ruling by Judge Vaught is expected until fall, and then the chances are it will be appealed by the losing party.

The suit against the Griffiths was first filed in 1938, charging illegal coercion of independents in 15 cities of Oklahoma and Texas. After long preparation the case finally came to trial in 1945.

Kirsch New National Allied President

Jack Kirsch, president of Allied Theatres of Illinois, was elected president of Allied States Association at the annual board meeting of the national organization at the Warwick Hotel, New York, this week. Kirsch succeeds Martin G. Smith, president of the Ohio Allied, who had served two terms as head of the national organization. The new president entered exhibition in 1930 and became president of Illinois Allied in 1938.



Jack Kirsch

Harry Lowenstein, president of New Jersey Allied, was elected secretary of the association succeeding Roy E. Harrold of Indiana. Other officers, all of whom were re-elected, were P. J. Wood, Ohio, recording secretary; William L. Ainsworth, Wisconsin, treasurer; Colonel H. A. Cole, Texas; Ray Branch, Michigan; Jack Kirsch, Illinois and Irving Dollinger, New Jersey, regional vice-presidents; Abram F. Myers, general counsel and board chairman and W. A. Steffes and H. A. Blum, honorary national councilors. Sydney Samuelson, Cole, Kirsch, M. A. Rosenberg, Smith, Myers and Nathan Yamins were relected to the executive committee.

Henry Schoenstadt Dead at 59

Henry Schoenstadt, 59, president of the Schoenstadt circuit and a South Park Commissioner in Chicago, died Sunday at the Michael Reese Hospital from a heart attack. Although the end came suddenly, Mr. Schoenstadt had been ill for some time. Arthur Schoenstadt, brother, and Mrs. Louis Lendenthal and Florence Schoenstadt, sisters, survive.

Theatre Balcony Falls

Nineteen persons were slightly injured last Wednesday, when a section of plaster on the underside of the balcony of the Squire Theatre, New York, fell into the rear orchestra seats. The section that fell was 20 feet long and 10 across. Approximately 120 patrons were in the house at the time of the accident, the cause of which is still undetermined.

'C & C' Due Next Fall

J. Arthur Rank's gargantuan "Caesar and Cleopatra," whose release here it was feared would be delayed indefinitely because of Technicolor print tie-ups, has now been scheduled for special release next fall in the United States and Canada, it was learned this week. A big exploitation campaign is already in preparation which will run the nut of the big picture beyond the already achieved mark of $5,000,000.

Spyros Skouras Is National Chairman of Red Cross Drive

Spyros P. Skouras, 20th-Fox president, has accepted the post of national chairman of the industry's Red Cross drive which will be conducted by 16,000 theatres from March 14 to 20. In accepting the post of chairman, Skouras pointed out that in excess of $18 million had been collected from theatre audiences for the Red Cross in the past three years and it would be his aim to top the figures for any previous drive.

Harold J. Fitzgerald, president of Fox Wisconsin Theatres, has been appointed national campaign director for the drive by Skouras, with Seymour Peiser, advertising and publicity director of Fox West Coast Theatres, and B. J. Hynes, managing director of Fox Intermountain Amusement Corp., appointed as Fitzgerald's executive assistants. Sam Shain will act as executive assistant for Skouras. Fitzgerald will make his headquarters at the 20th-Fox home office.

William Heineman Joins UWP As V-P And Sales Manager

William J. Heineman, general sales manager of Samuel Goldwyn Porductions, was relieved of his contract this week and on Monday will join United World Pictures, Inc. as vice-president and general sales manager. Heineman, a veteran of the industry, entered the business 27 years ago with Pathe in Seattle, later becoming sales manager of the First National Seattle office. He operated an independent exchange in Butte before joining Universal in 1925 as short subject sales manager in San Francisco. At Universal he made rapid steps until he became assistant general sales manager.

N.Y. Fuel Emergency Kills Holiday Receipts

The picture theatres and Broadway in general took it on the chin this week as a result of Mayor O'Dwyer's drastic fuel emergency order which placed New York under virtual martial law, minus the troops. All business was suspended on Lincoln's Birthday, including film, legitimate, and opera performances, beginning the evening before at midnight. By 6 p.m. the Mayor had lifted the suspension and the theatres were allowed to reopen. However, the short notice afforded the public kept many prospective patrons at home, and the theatres all reported business was far off; with attendance running from a third to half capacity. This, however, came as a respite, for managers of the first-run houses estimated that if the ban had gone on for another day, more than $1,000,000 would have been lost to the box-office. Although no figures were available, it was generally assumed the losses came to about $250,000.

Most houses, shut by the executive order, kept skeleton crews on duty all day, and were ready instantaneously to re-open. Taking Broadway's show-windows as a criterion, the Radio City Music Hall reported a line of 1200 persons when it opened at 6:30 p.m. The house seats a few hundred under 6000. Despite the inability of the management to put on the stage show, MGM's "Adventure" plus short subjects drew capacity crowds as the evening progressed. The Paramount likewise, drew near capacity audiences for "Miss Susie Slagles's" aided by the personal appearance of Danny Kaye. The Roxy, however, with "Fallen Angel" and Carmen Miranda heading the stage show, was only playing to half capacity business for its 6000 seats. The house ordinarily would have grossed $25,000 on the day. The Capitol, with "The Harvey Girls," also played to half-capacity. Neighborhood houses, circuit operated, reported business below par as a general average.

Four in New Paramount Block

Paramount this week announced that the fifth block of releases for the 1945-46 season will be composed of four features. The pictures in the latest block are: 'To Each His Own," "Our Hearts Were Growing Up," "The Strange Love of Martha Ivers," and "Hot Cargo."

LONDON OBSERVATIONS

By Jock MacGregor

The more one watches the activities of J. Arthur Rank, the more one realizes what a powerful fight he is putting up against Hollywood. His pictures may not be setting America on fire, but elsewhere they are cutting into playing time of Hollywood product.

All his recent deals, though involving territories and matters thousands of miles from Hollywood, dig deeply at the heart of American production. They are (1) acquisition of the leading theatres in Eire; (2) a working arrangement with the leading Australian circuit, and (3) acquisition of French productions for showing and distribution, with sub-titles or dubbed dialog by his cuircuits and organizations.

Furthermore, there is no hint that Rank will restrict himself to any particular territory. It would seem that wherever a film could be shown, Rank is interested. His scouts are reconnoitering Egypt, South America and the Continent.

Indeed, it woud appear not inappropriate for the Hollywood producers to seek additional theatre alliances throughout the world before these are lost.

Rank now announces the appointment of Air Commodore F. M. F. West, VC, CBE, MC, Director of Foreign Liaison at the Air Ministry, as assistant managing director of Eagle-Lion. Since he has been 31½ years in the services, it is likely he has much to learn about the industry and that he will begin by being, to a great extent, a "goodwill ambassador" for the Rank interests.

Having had six films running concurrently in the West End, Rank now has only "Caesar and Cleopatra," which is in its ninth week at the Odeon, Marble Arch, where despite one of the worst presses on record and being the butt of many alleged radio comedians' cracks, it is doing nicely. Gabriel Pascal, its producer, it is alleged, having heard that David Selznick has spent more money on "Duel in the Sun," is contemplating flying to Hollywood to obtain the formula.

Pascal is now planning the production of G. B. Shaw's "St. Joan." It is not yet known whether Rank will handle this release.

At present 24 films are in production in British studios and at least 16 are for world-wide release. Three are in Technicolor and 14 are to be handled by Rank.

THE BOX OFFICE SLANT

Frontier Gun Law

Columbia Western with Music 58 mins.

AUDIENCE SLANT: (Family) An average Western with music to relieve the dramatic situations. Ought to please followers of this type of picture.

BOX-OFFICE SLANT: Will get by in usual Western runs, doing nothing to impair Charles Starrett's standing or raise it.

Cast: Charles Starrett, Tex Harding, Dub Taylor, Jean Steven, Weldon Heyburn, Al Trace and his Silly Symphonists. Credits: Directed by Derwin Abrahams. Screenplay by Bennett Cohen from an original by Victor McLeod. Photography, Glen Cano. Produced by Colbert Clark.

Plot: When a masked gang of rustlers known as the "Phantoms" make too much trouble around Mesa City, "The Durango Kid" beats them at their own game. He dons a disguise, too, so no one will know his true identity. He saves an innocent rancher from being framed as the leader of the gang, and catches the true culprit, who had been masquerading as a crippled newspaper editor.

Comment: It is hard to get anything new into Western plots, but at least this film certainly keeps the usual story rolling fast. Starrett changes horses and costumes every few feet, and Weldon Heyburn rushes from a supposedly invalid chair to his horse at night, to lead his gang. In between times, Al Trace and his boys do a good job of letting the audience forget its tenseness by giving out with corny lyrics. Starrett really has the appearance and voice for his role, and his enunciation is much better than the average Western star. Weldon Heyburn does very well by his villain's role. The picture has action—and that's what the Saturday afternoon and small towns audiences want.

Cinderella Jones

Warner Bros. Comedy 88 mins.

AUDIENCE SLANT: (Family) A few laughs, some pleasant performances and some pleasing people add up to just a fair comedy.

BOX-OFFICE SLANT: The marquee names are hardly strong enough to provide adequate drawing power, but the outstanding exploitation campaign provided by Warners, now getting under way, may build it into a good attraction.

Cast: Joan Leslie, Robert Alda, Julie Bishop, William Prince, S. Z. Sakall, Edward Everett Horton, Charles Dingle, Ruth Donnelly, Elisha Cook, Jr., Hobart Cavanaugh, Charles Arnt, Chester Clute, Ed Gargan, Margaret Early, Johnny Mitchell, Mary Dean, Monte Blue, Marianne O'Brien, Marian Martin. Credits: Produced by Alex Gottlieb. Directed by Busby Berkeley. Screenplay by Charles Hoffman from a story by Philip Wylie. Photography, Sol Polito.

Plot: Joan Leslie wangles her way into a men's university by promising to generously endow the institution after she collects an inheritance predicated upon her marriage to a man with the equivalent of an intelligence quotient of at least 150; which is why she wanted to matriculate in a men's college in the first place. Joan is slightly dumb and becomes involved in romantic tangles with professor William Prince and band leader Robert Alda, switching from one to the other. She finally discovers she loves Alda and weds him just under the deadline prescribed in her benefactor's will.

Comment: The idea was good, the performers are nice pleasant people, but the picture doesn't measure up to what exhibitors have come to expect from Warner Bros. It is a zany story that transcends the bounds of acceptability. It is neither flesh or fowl—a light comedy one minute and the utmost in farce comedy the next, even to the extent of resorting to the principals falling or being pushed into water for a laugh. There are some tuneful songs which are well done, and not much more could be asked from Joan Leslie, Robert Alda, Sakall and the others than they deliver here; but even with these attributes, the film adds up to no more than just a fair comedy. Without the top exploitation campaign dreamed up in the Warner home office and being delivered with gusto by Warners' exploiteers around the country, this would deserve no better than top feature, middle-of-the-week booking. But those Warner boys probably will do much better with it than this. A check on the "Search for Cinderella" plans should immediately be made by every exhibitor who will play the film. It can be adapted to nearly every exhibition spot to increase business.

Legion of Decency Ratings

(For Week Ending Feb. 16, 1946)

SUITABLE FOR GENERAL PATRONAGE

Roaring Rangers

SUITABLE FOR ADULTS ONLY

Cinderella Jones
Dragonwyck
Idea Girl
Murder in the Music Hall

OBJECTIONABLE IN PART

Tangier

Romance of the West

(Color)

PRC Western 58 mins.

AUDIENCE SLANT: (Family) Good colorful Western with the customary ingredients for the outdoor fans.

BOX-OFFICE SLANT: Second of the series of Eddie Dean color films should do okay in the usual spot.

Cast: Eddie Dean, Emmett Lynn, Joan Barton, Forrest Taylor, Robert McKenzie, Jerry Jerome, Stanley Price, Chief Thundercloud, Don Reynolds, Lottie Harrison. Credits: Produced and directed by Robert Emmett. Original screenplay by Frances Kavanaugh. Photography, Marcel LePicard. Color supervision, W. T. Crespinel. Musical director, Carl Hoefle.

Plot: Three respected citizens of the town arrange for some renegade whites and outlaw Indians to make trouble on the Indian reservation so that the government will force the Indians off the land. They plan to get the land because it contains huge deposits of silver, and it is up to Eddie Dean, an Indian agent, to clear up the matter, so that both the Indians and the white folk can live happily together.

Comment: Second in the Eddie Dean color series from PRC, this picture is swell fare for the western and outdoor fans, for though it is a little low on action, it has enough eye appeal in the use of color and enough ear appeal in Dean's vocalizing to make it a good offering in the spots where westerns are the order of the day. Colorful and attractive are the background scenes and the color photography is so smooth and rich that it makes everything look perfectly natural, without any glaring highlights. Three song numbers are pleasingly presented by Dean in fine voice and there's enough action in the Cowboy-and-Indian story to hold the interest and keep the yarn from lagging. Credit for the production and direction goes to Robert Emmett, who deserves a hand for the original idea inserted in a formula western when he put a Padre on a horse and made him the third member of the usual triangle who are out helping law and justice.

Brief Encounter

(Reviewed in London)

Univ. (Eagle Lion) Drama 95 mins.

AUDIENCE SLANT: (Adult) Cleverly conceived, finely acted and superbly directed adult story of middle-aged indiscretion.

BOX-OFFICE SLANTS: Should appeal immensely to discerning audiences, but lack of stars and plot may not attract others.

Cast: Celia Johnson, Trevor Howard, Stanley Holloway and others. Credits: Produced, written and conceived by Noel Coward. Directed by David Lean. A Cine-Guild production.

Plot: Celia, respectably married to a North Country businessman, meets Howard, a doctor and also married, when shopping in a nearby city. From this casual acquaintance, a friendship springs up and this develops against their wills into a romance. They know they are wrong in deceiving their families and try to break it off without success. Howard finds the solution in accepting an appointment overseas and sails without the respective partners being any the wiser as to how near they were to the divorce court.

Comment: As a film "Brief Encounter" is brilliant, cleverly conceived, finely acted and superbly directed. As a box-office proposition, it is another matter. It is an adult subject and while it should appeal immensely to discerning audiences, the younger moviegoers who form the bulk of the audience may find it rather heavy going. It is a story of middle-aged indiscretion (the characters are about 40), and the fact that they nearly go "off the rails" may be frowned upon by Church, Youth and other organizations. Noel Coward's script bristles with brilliant touches and the gentle satirizing of the extravagant use of superlatives in an NSS trailer and the slides when the two principals attend a cinema is one of the funniest sequences in any picture. The direction of David Lean, a comparative newcomer who has graduated since the war from the cutting room, is most interesting and augurs well for the future of this young man. The acting is uniformly good by a cast which has been recruited mainly from the West End stage and is unknown in the United States, with Celia Johnson masterly as the wife drawn between duty and love. There are no spectacle scenes and much of the action takes place within a railroad depot. Other than Coward's name it has little to sell to American audiences.

Tarzan and the Leopard Woman

RKO Radio Adventure 72 mins.

AUDIENCE SLANT: (Family) Tarzan fans, particularly the youngsters, will like it. Others, if they can view it objectively, will be amused rather than excited.

BOX-OFFICE SLANT: Where previous Tarzan adventures have done well this will do all right. Suitable for double bill situations.

Cast: Johnny Weissmuller, Brenda Joyce, Johnny Sheffield, Acquanetta, Edgar Barrier, Dennis Hoey, Tommy Cook, Anthony Caruso and others. Credits: Produced by Sol Lesser. Associate producer and director, Kurt Neumann. Original story and screenplay by Carroll Young, based upon the characters created by Edgar Rice Burroughs. Photography, Karl Struss.

Plot: Caravans have been attacked, ostensibly by leopards, but Tarzan notes discrepan-

(*Continued on Page 32*)

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

By Jack Jackson

Here's all the details—and fascinating data re the profits to be derived—concerning a good job of merchandising sweets and popcorn in the theatre. There's a liberal education on everything from how to buy the supplies right on through proved methods of effective salesmanship (yes, and the know-how of cooking popcorn the way that makes for good flavor the economical way) in this article by one of America's leading showmen and a cracker-jack reporter in the bargain.

There's plenty of sugar (the bankable variety) fairly oozing from those candy showcases and great gobs of shekels popping out of the popcorn sacks.

The unwanted waif of some 15 years ago—the vending machine—has been transformed into an ornate and inviting center of activity in theatre lobbies and is doing a Trojan job of contributing to the profit column of theatres where proper attention and interest is shown in this customer-demanded service.

Some surprising facts about this phase of theatre operation have been thrust upon me in recent months. Somehow or other a remark made by Frank Rogers of Paramount's Florida Theatres a few years ago to the effect that the circuit had, in its first year of candy merchandising, cleared all expense of showcases, help, etc., and banked a handsome profit failed to make the proper impression. And when Kermit C. Stengle, of the Crescent Amusement Company in Tennessee, told me, at the time of the Government's suit against that company, that there were many theatres on his circuit where the difference in profit and loss was measured in candy and popcorn business, I thought he was giving me "the business."

A Liberal Education

For some months past I've had an intensive education in popcorn and candy merchandising thrust upon me. Careful scrutiny of week to week reports from different theatres showed such consistent contrast as to warrant thorough investigation to determine the reason for the wide variation in daily sales where patronage and clientele seemed equal. I am indebted to two people for the information I am passing along to you in this article; Lafe Pfieffer, chief of the miscellaneous revenue department of Interstate Theatres, and Frank Fletcher, manager of a 900 seat subsequent run theatre whose candy and popcorn receipts consistently exceed 30 per cent of his box-office revenue.

The over all picture, from Pfieffer, brings to light the following salient points that are vitally important to all theatres catering to the "crunch and crumple" demands of their patrons.

Of first importance is a caliper and slide rule estimate of the consumer market to guide the quality and quantity of your purchases. The highest chargeoff is invariably due to overbuying and consequent loss through spoilage. Of next importance is the condition and location of the store-room where reserve supplies are kept. Excess heat or dampness is harmful to both candy and popcorn and a constant war against bugs must be waged.

Container Important

Next in importance is the container or receptacle in which the merchandise is dispensed. Care must also be taken of these units, as unattractive containers discourage sales. And, the inventory on the containers is every bit as important as the merchandise itself if you would avoid serious shortages. These containers and receptacles are your only check on the volume of merchandise sold and they should be doled out to the salespeople in predetermined quantities and accounted for against the cash register contents at the end of the day.

(*Continued on Page* 10)

It's Stunts Like This That Build Goodwill

Next to watching your box-office, watch your goodwill! It is an asset which will pay off in far bigger dividends that you think, and its importance, especially for a theatre situated in a small town or city, should never be underestimated. This goodwill applies not only to the patrons who attend your theatre but also to those who work for you and with you.

To theatremen on the outlook for establishing goodwill, a vivid example of creating this friendly feeling would be to permit, on the opening date of some important coming attraction, the Mayor, the Chiefs of the Police and Fire Department, the Postmaster, the Sheriff and the editors of each paper, to send a pair of tickets to the opening, to the chiefs, postmasters, editors and etc., in communities within a reasonable radius.

Your duty would consist of sending out the letters of invitation and getting their permission to sign them. Then relay a story to the newspapers in each of those towns saying that: "The Sheriff, Postmaster, editor and etc., of Littleburg, have been invited as guests of the Sheriff, Postmaster, editor and etc., of Bigtown, to attend the initial showing of (name of film) at (name of theatre), in an effort to encourage closer friendship, harmony and relationship between officials and business men of the two communities."

If possible, try to stage a dinner for them at the local hostelry, with the hotel management throwing the banquet in return for plenty of good publicity.

Of course, if you are on your toes and wide awake, you realize the value of goodwill and you know the kind of business it brings in the long run. Cultivate it by friendly relationships with city, town or state officials, business and small store men, radio managers and editors.

Watch Interim Lighting

The theatre may present too dark and dingy an appearance when the majority of front lights have been extinguished at the start of the last performance. A check should be made to see that lighting is sufficient at these times to insure safety of departing patrons and passers-by.

Inspect Ticket Machines

Automatic ticket machines get considerable wear and tear and should be cleaned, oiled and inspected regularly as well as all other mechanical devices in the theatre.

Know Your Groceries?

Coin machines for vending frozen fruits, vegetables and meats will soon be placed in theatre lobbies for the accommodation of matinee going housewives, according to the Refrigeration Equipment Manufacturers Association. Other machines are being planned for the sale of delicatessen items, including potato salad, cheese and bakery specialties.

(One old-time vaudeville ham, told of this development said: "Well, I'm glad—glad that is that they didn't have those things when I played the Gus Sun circuit.")

THEATRE MANAGEMENT

(*Continued from Page 9*)

From what I am able to gather, popcorn kettles are temperamental critters that won't cooperate properly unless they are given every possible attention. Don't get 'em too hot. Don't put in too much oil. Don't put in too much salt. Don't put in too much corn. (I'll provide specific instructions as they were given me later in this article). But, by all means, see that they are kept immaculately clean. It seems that the oil used in popping corn contains carbon and if it is allowed to accumulate it becomes incrusted and requires scraping. Pfieffer advises that the kettles be washed each day with hand soap—a real thorough washing—to guarantee best results.

I'd like to inject a few thoughts of my own right here for the benefit of those who may be new—or those who may be contemplating entry into—the popcorn and candy business.

Get ready to increase your cleaning staff and add to the allotment of cleaning supplies. Prepare yourself for some cleaning bills for patrons whose clothes become soiled when vandals stick their used wads of gum on the backs and cushions of seats. Get an added supply of trash cans to take care of the extra rubbish. And, the carpets are going to need thorough cleaning more frequently.

To offset this "nuisance" and added expense you can, if you do the right kind of a job, figure conservatively on adding 20 per cent or better to your daily theatre receipts. Of this amount you can, if you watch the leaks and avoid the pitfalls, depend upon 35 to 40 per cent clear profit. In the average theatre that kind of "lettuce" will buy a lot of cleaning supplies and take care of a neat number of salaries while still leaving a sizable sack to tote to the bank. Figure out for yourself whether the effort is worthwhile. Now about the actual job of maneuvering the customers to the concession stand and exchanging confections for currency.

Location Important

The location of the stand is highly important and should, wherever possible be located directly in front of the entrance. Next choice is to the right of the entrance. Fletcher, who does an outstanding two-fisted job at one of these trading posts, tells me that stands located to the left of the entrance don't garner as much coin and that maintaining a sidewalk or street level stand is liable to require a special license—since it can't be considered as a service to theatre customers only—and, in the instance of group theatre operation—is liable to come in for chain store and other special taxes.

The counters, cases and fixtures must be kept clean and inviting. The attendants, girls if possible, should be personally attractive, neatly attired, exemplary in conduct, smilingly polite and pleasant to customers, alert to the possibility of "extra" sales to those who have already purchased and continue to "window shop," quick in consummating sales and adroit at handling the ever-growing "masher" menace. Since these girls are dispensing food it is essential that all local and state health laws be complied with and the necessary permits or credentials be prominently displayed.

Dress the Showcase

Of equal importance to the selection of proper attendants is the "dressing" of the showcases and counters. Attractive displays will often dispose of the hard-to-sell units that the most experienced and sagacious buyers often find themselves burdened with. Variety is essential to volume sales as well as advantageous in effecting complete turnover before Old Man Decay and his partner Deterioration smear up the profit sheet with their mouldy mittens.

I can already hear the yell that is going up from some of you who have found sugar rationing, shortage of merchandise and other obstacles barring the way to adequate supplies of even the less wanted items. You'll say that the chap talking about variety "is nuts" but let me give you the outline of Fletcher's fruitful finagling. He first determined what concerns sold the units of merchandise he felt most suitable to his customer demands and then proceeded to go, in person, to call on the heads of those establishments. Where using the telephone would have brought an emphatic "no" the personal visit brought forth conversation and explanation. A friendly acceptance of the merchants' refusal and an invitation to visit the theatre—accompanied by a couple of passes—eventually broke down the resistance. It took several visits to do it but a few months found Fletcher on the preferred list and being called by phone when the difficult-to-secure items became periodically available. Not only his own theatre but three others have benefitted from his contacts.

They Don't Deliver

I forgot to mention that the candy dealers don't deliver. Fletcher has to go after it—and so will you—but he buys for 5 to 10 per cent less than from the wagon salesmen.

Briefly stated the Fletcher formula seems something like this:

Buy, or try to buy, with a view of realizing 30 per cent profit and when forced to lower brackets cover with bulk candy—sacked by the attendants before it is offered for sale—on which you can realize 2 to 3 hundred per cent.

Don't force customers to buy something they don't want by tieing an unwanted unit to a chocolate bar or other desired merchandise.

Don't run out of all the "top line" units but offer them in small quantities at frequent intervals to stimulate sales.

Make sure that the attendants are always patient, smiling, polite and continually putting out those "thank you's" that makes folks satisfied with something they didn't want.

Now for some "lowdown" on the popcorn end of the business and believe you me those white-hatted kernels are capable of leading a sizable army of Uncle Sam's greenbacks into your cash register. I am reliably informed that considerable of the candy is dispensed to customers who are floated up to the counter on the aroma waves emanating from the hot corn kettle.

Too much heat, too much corn, too much oil or too much salt only serves to cut the profit without adding anything to the taste or desirability of the finished product. Best results are obtained by using only sufficient oil to cover the bottom of the kettle. Most wholesale dealers in popcorn provide a measuring cup for this purpose as well as a measure for handling the proper amount of corn. The oil should be allowed to get hot before the grain is added. A tablespoonful of popcorn salt and keeping the kettle from becoming too hot—the corn gets parched instead of popped unless the heat is kept medium—guarantees profits that swell almost as fast as the corn and satisfaction to the purchasers.

Output Varies

My investigation brought forth a sizable discrepancy in computing the expected output. Lafe Pfieffer considers 12 to 15 five cent sacks to a pound of corn and 55 to 65 five cent sacks to a pint of oil as being a good yield. But my friend Fletcher's reports show an average of 16 to 18 sacks per pound of corn and 75 to 80 sacks to the pint of oil.

The extra revenue to be made from properly operated concession stands is surprisingly high but I'd like to admonish against the possibility of the odor of popcorn profits distracting your attention from the sale of theatre tickets. Without the people attracted by the picture there would be little or no candy business. Keep selling your attractions and treat the popcorn and candy as a desirable sideline that augments—but does not and can not—substitute for the elemental and essential services of the theatre proper.

Helpful Hint

The Southern California Theatre Owners Association has reminded members of a timely idea that may well be passed on to other exhibitors.

The California Fire Marshal's Office advised the association that after a period of time flame-retardent chemicals lose their effectiveness. The association, therefore, recommends that every theatreman make tests so as to prevent a false sense of security from prevailing. It was also suggested that each theatre owner, for his own protection, flame proof carpets and purniture, particularly in the lobby an lounge, as well as carpets in the washrooms.


THE STORY THAT
"COULD NOT BE
TOLD"...
becomes
THE PICTURE THAT
PIONEERS NEW POWERS
OF SUSPENSE!

THEATRE MANAGEMENT

(*Continued from Page 9*)

From what I am able to gather, popcorn kettles are temperamental critters that won't cooperate properly unless they are give
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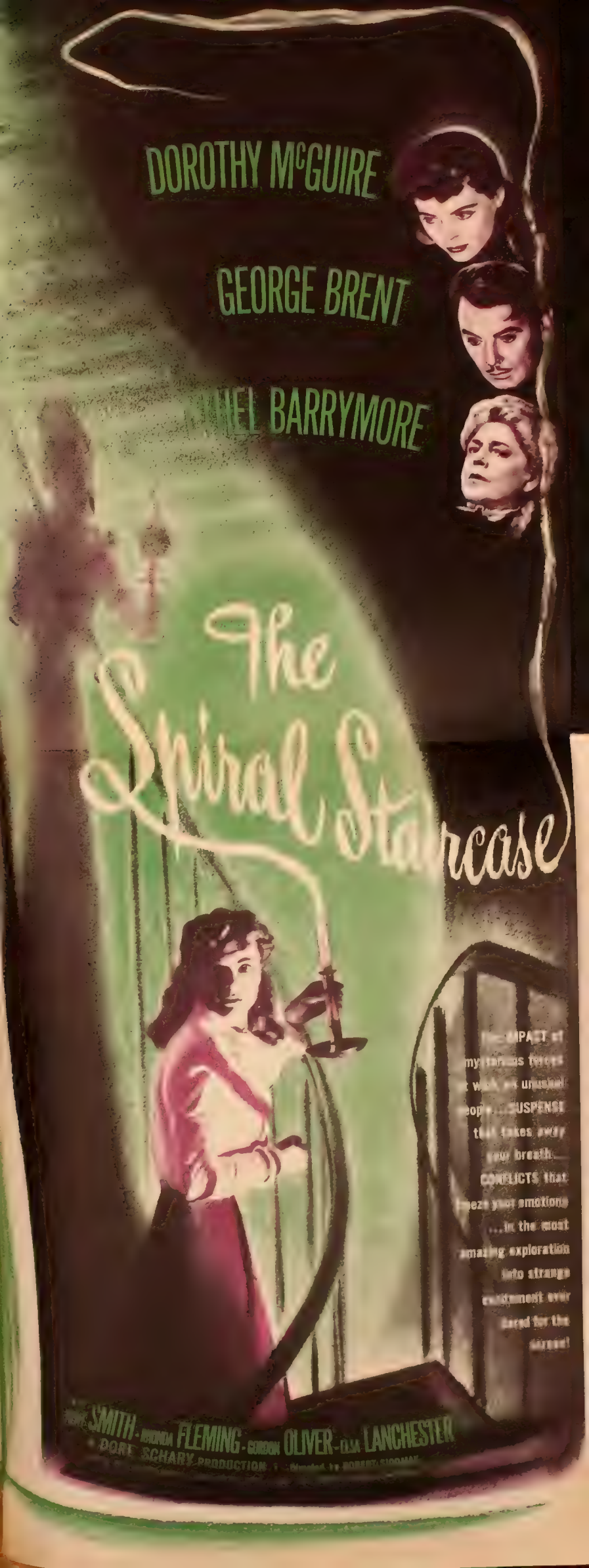
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Helpful Hint

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Buy, or try to buy, with a view of realizing 30 per cent profit and when forced to lower brackets cover with bulk candy—


DOROTHY McGUIRE
GEORGE BRENT
ETHEL BARRYMORE
The Spiral Staircase
...IMPACT of
...SUSPENSE
...that takes away
your breath...
CONFLICTS that
freeze your emotions
...in the most
amazing exploration
into strange
entertainment ever
dared for the
screen!
...SMITH...RHONDA FLEMING...GORDON OLIVER...ELSA LANCHESTER
DORE SCHARY PRODUCTION
...Directed by ROBERT SIODMAK

Another Big Job of Pre-Selling by RKO

. . . through full-page ads in all the top publications . . . bringing word of the newest great RKO show to the millions of readers who buy the

35,194,059 COPIES

of SATURDAY EVENING POST—COSMOPOLITAN—RED BOOK—LOOK—LIBERTY—McCALL'S—TRUE STORY—WOMAN'S DAY—FAMILY CIRCLE—LIFE and the ENTIRE FAN LIST!



and

"The Spiral Staircase"

already has been selected as tops by the Louella Parsons review in Cosmopolitan; the Thornton Delehanty review in Red Book; the Kay Mulvey review in Woman's Home Companion, and the Jack Moffet review in Esquire — with more being added every day.

RKO RADIO PICTURES

LITHO U S A

SELLING THE PICTURE

Rose Sells "Dakota" With Classified Twist

A wheel of chance in the theatre lobby, a new twist on classified advertising usage, a street ballyhoo with a new angle and the use of strategically located silk-screened art cards comprised the highlights of manager Harry A. Rose's campaign on Republic's "Dakota" when the John Wayne starrer played the Loew-Poli-Majestic Theatre, Bridgeport.

Rose adapted an old wheel of chance by dressing it up with western trimming, filling in the center space with stills and advertising copy about the picture. The copy read "Free . . . to the Ladies. . . . Spin this DAKOTA wheel. If it stops on either star you receive a guest ticket to see, etc., etc." A young man dressed in cowboy attire attended the wheel which attracted considerable attention.

The classified advertising stunt entailed placing ads in the local newspapers a week in advance of opening in which Rose stated: "Wanted—Miniature covered wagon for display during the engagement of 'Dakota' which starts Monday at Loew's Majestic Theatre." The ad response was so great that Rose not only obtained the miniature covered wagon he ostensibly wanted but received and took advantage of offers to display spurs, cowboy hats and other pieces of western equipment.

The street ballyhoo is an example of how a theater manager can use what he can get and make it suffice even better than he might have done if the original was on hand for use. Rose got a modern trailer and plastered it with copy telling the populace about the modern conveniences of the trailer as compared with the covered wagons used in "Dakota" etc. The trailer covered the town and was displayed in front of the theatre on opening day.

Distribution of the silk-screened process cards, mounted with stills from the film, rounded out the campaign.

No 'Picket' Ballyhoo!

Loew's Theatre circuit has advised managers and publicity men to be extremely careful not to use any street ballyhoo that can possibly be confused with picketing.



UNIQUE. The street car advertising shown here is not unique in itself, but the fact that the radio station paid for it certainly is. The ads were promoted by Manager Morris Rosenthal, Loew-Poli Theatre, New Haven, for RKO's "The Bells of St. Mary's."

Campaign So Big 3 Theatres Are Required for Premiere

'Demon Rum' Angle Tried And Works for 'Weekend' Engagement in Rochester

One of the best organized publicity and exploitation campaigns ever to hit Rochester was brought to a triumphant close just prior to that city's three-theatre midnight benefit premiere of Paramount's "The Lost Weekend" Friday (Feb. 15) a week in advance of the film's regularly scheduled showing at the Palace Theatre, due Wednesday (Feb. 21). The full cooperation of the city's newspapers, business men, Chamber of Commerce and Junior Chamber of Commerce were enlisted to sell more than 10,000 tickets to the gala openings.

The film was originally scheduled to premiere at the Palace, but public reception to the idea was so great as to make it a triple-header with the Century and Temple theatres enlisted to handle the overflow ticket demand.

Screened for Crusader

Following a special screening of the film for Frank Gannett, publisher of a chain of newspapers including Rochester dailies, and a well known anti-liquor crusader according to a currently published biography in a New York City daily newspaper, Mr. Gannett turned the full resources of his newspapers loose to publicize a midnight show of the film for the benefit of the Charity Fund of the Junior Chamber of Commerce with that organization responsible for the sale of tickets. Publicity started a month in advance of the show date with columnists breaking stories and with space increasing daily to avalanche proportions.

With 400 members of the Junior Chamber of Commerce acting as salesmen, divided into three groups which reported progress daily, the initial printing of 3000 tickets was increased almost immediately to 10,000 to meet the demand, which in turn necessitated the use of the two additional theatres.

Window cards were placed in every downtown store window and in every manufacturing plant in the city including Bausch and Lomb, General Motors, Eastman Kodak and Western Electric with one or more ticket-selling agents in each factory aided by daily announcements over the plants' public address systems.

Radio Gives It Plenty

Radio stations plugged the event daily on both sponsored and unsponsored time with fashion commentators and news announcers covering the various happenings on the night of the premiere.

Speakers from the Chamber of Commerce appeared at all civic club luncheons such as Rotary, Lions and Kiwanis to further publicize the benefit performance and the Chamber of Commerce mailed out 5000 mimeographed folders and is planning an additional one with comments from local newspaper men and business men who were present at the premiere. Special letters also were sent to ministers, schools and colleges. Additional publicity will be planted by the publicity departments of the Chamber of Commerce and General Motors who covered the openings with their own reporters and staff photographers.

To add an additional gala touch Western Electric floodlighted the entire Palace Theatre block from 9 p.m. to midnight of the premiere. This was a "first" for Rochester.

Regular run of "The Lost Weekend" starts Wednesday (Feb. 21st) at the Palace, six days after the special premiere, and is expected to set Rochester attendance records, based on apparent results of the city-wide excitement attending the opening.

The entire campaign was conceived and executed by Alec Moss, Paramount exploitation director; Ed Wall, Paramount special field representative, and Jay Golden of the Palace Theatre, Rochester.

Hopper-Breneman Hat Contest Under Way

The Tom Breneman-Hedda Hopper national hat contest was launched on Miss Hopper's radio program last Monday evening (11) with Breneman appearing as her guest. The contest, which closes March 15, is being held in conjunction with Golden Productions' "Breakfast in Hollywood," United Artists picture starring Breneman.

A 1946 automobile and a two-week excursion to Mexico City for two persons is offered as first prize to the contestant creating the most imaginative, original and distinctive woman's hat in America.

Essay Writers Tell How They Were 'Cornered'

A "Cornered" contest in connection with the picture of that title was staged with success by the RKO Castle Hill, Pelham and Chester Theatres in cooperation with the Parkchester (N. Y.) Press-Review. Prizes for the best letters describing the tightest spot they were ever in and how they got out of it, consisted of a $25 Victory bond and 12 pair of guest tickets to the Dick Powell picture.

'Spell' Bounces Back

George Kraska and Joe Di Pesa, publicists for Loew's Theatres in New England, really had a stunt when they escorted locally-selected Miss Spellbound to the Sportsmens Show in Boston where, by pre-arrangement Chief Needahbeh, Penobscot chieftain from Oldtown, Maine, did a swooning act upon beholding the young lady's charms. The idea that the old Indian was spellbound by Miss Spellbound went over all right, but the crowd did a double take when Miss Spellbound herself fainted after the Indian recovered. The surprise twist also held Kraska and Di Pesa spellbound.—BO.

SELLING THE PICTURE

Rosenthal Credits Churches, Parochial Schools for Success of 'Bells' Campaign

Focusing the major part of his exploitation toward the predominantly Catholic population of New Haven, Conn., Manager Morris Rosenthal succeeded in working successfully with all of the city's 10 Parochial schools and with the churches to obtain a bang-up campaign on RKO Radio's "The Bells of St. Mary's" for its showing at the Loew-Poli Theatre. Newspapers, radio, street car advertising and music store cooperation also were integral parts of the well rounded campaign with special cards in windows, hotel lobbies and restaurants as additional publicity channels.

Perhaps the most important bit of publicity planted by Rosenthal was the appearance of a three-quarter page photograph of Ingrid Bergman as a Sister Superior in the special color section of the New Haven *Register*. The photo was in full color and the newspaper thought enough of its reader interest to pay for the cost of the color mats used in its reproduction, a departure from the publication's usual policy. Accompanying the photo was a three-column biographical story about the star with generous mention of "The Bells of St. Mary's." This feature, too, reflected the newspaper's recognition of the city's predominantly Catholic population.

On the same Sunday of the color photograph, the *Register* news columns reproduced a three-column photograph of school children from 10 Parochial schools, each carrying a souvenir doll dressed as a nun. The dolls were to be awarded to individual classrooms in the schools for winning essays in the "Bells of St. Mary's" contest being conducted at the time.

Lucky Newspaper Break

Another important newspaper break, unsolicited as the result of Rosenthal's friendship with newspaper men in New Haven, came when the *Journal-Courier* front-paged an item about an automobile stolen from in front of the theatre. The reporter who wrote the story angled it along the lines of "If 'The Bells of St. Mary's' could only speak it could tell who stole the car, etc.," and mentioned that the film was playing at the Loew-Poli Theatre. A nice break which could not have occurred had not Rosenthal constantly gone out of his way to cultivate theatre-newspaper relationships.

One of New Haven's biggest music stores also hopped on the publicity band-wagon by taking a cooperative ad in the city's newspapers and necessarily paying for it at regular amusement rates which, of course, are higher than the rates obtainable by the store had it not connected its merchandising story directly with the film's playdate.

Radio station WELI plugged the picture generously on its Requestfully Yours program and actually bought front-of-streetcar advertising to advertise the fact, giving credit prominently to the film's showing at the Poli!

Schools Sponsor Contest

An essay contest was sparked by a special morning showing of "The Bells," with all Parochial School children attending in the custody of the Sisters. The children paid regular admission prices, with the house completely sold out. Dolls were made up to resemble Ingrid Bergman as the Sister Superior she plays in the picture to be given as prizes for the best essay. Additional valuable cooperation was obtained from the Catholic church locally as priests made announcements at churches urging parishioners to see the picture.

The most important window display obtained by Rosenthal was with the Loomis Temple of Music, New Haven's largest music store which decorated its 20-foot main window exclusively with material pertaining to the music from "The Bells." Rosenthal supplied three 40x60 photographic enlargements, 10 Nun dolls, many 11x14 stills and other picture advertising material to make the window display outstanding.

A special setpiece lobby display named the 10 outstanding pictures of last year, including Oscar awards, and nominated "The Bells" as this year's outstanding candidate for high honor.

Window cards blanketed the downtown area and special displays were set up in hotel lobbies, with art cards given prominent display in centrally located restaurants.

In Rosenthal's opinion the tieup with the Catholic church and schools definitely brought the theatre increased business, since it marked the first time that priests indorsed a motion picture from the pulpits and the first time the Sisters talked about a film in the classrooms.

Believe It Or Not

That recent story of the earth's contact with the moon will have to make way for this latest eye-opener. Down Louisville way, A. A. Daugherty, Times film critic and columnist, smashed all known precedent when he invited five guest critics, winners of a contest, to attend Warner's "My Reputation" opening at the Mary Anderson Theatre. His purpose in doing so (and get this) was to write his review on the basis of their combined opinions.

Scripps-Howard Papers In 'Reputation' Contest

Most, if not all, of the 20 Scripps-Howard newspapers in leading cities will handle an outstanding promotion in connection with the local exhibitions of Warners' "My Reputation," by running a contest on the subject of "What My Reputation Means to Me." Contests in each newspaper are to be timed with the local release of the picture.

The plan has been approved by the Promotion Department of the newspaper chain and passed along to its 20 member newspapers and already is in operation in some cities, with others to follow.

The contest will require readers to send in statement of 100 words or less telling "What My Reputation Means to Me," with winners to be awarded $100. A national grand prize of a $500 Victory Bond also is under consideration provided a sufficient number of the newspapers carry the contest locally.



DISTINCTIVE. One of a series of 80 window displays worked out by Alec Moss, Paramount exploitation manager in cooperation with Bernard Geiss, advertising manager of Grosset and Dunlap, book publishers, for the mutual promotion of "Love Letters." The publishing outfit's promotional endeavor, resulting in the large number of window displays, was arranged to coincide with showings of the film in key cities.

Widespread Tieup Set On 'Kitty' in Canada

"Kitty" was the showcase in a tieup designed by Win Barron, Paramount's field representative in Canada, in an effort to make the Dominion "Kitty"-conscious.

In a land where "the great open spaces" is more than a phrase, any tieup considered valuable is figured in the hundreds, due to the fact that a couple of hundred window displays reaches as proportionately a large number of people as does a couple of thousand in the U. S. The film tieup for the Dominion is set for 8000 points-of-sale of the vest pocket edition of the Rosamond Marshall best-seller.

Barron, in collaboration with the William Collins publishing outfit, arranged for three different sized display posters to be distributed to the 8000 outlets. Since the book is selling tremendously in Canada, the posters are slated to go into windows along with stills and other special display material with appropriate theatre and playdate plugs.

To top the campaign, 400 trucks will be bannered with theatre and playdate information. And 400 trucks can pass along a lot of information.

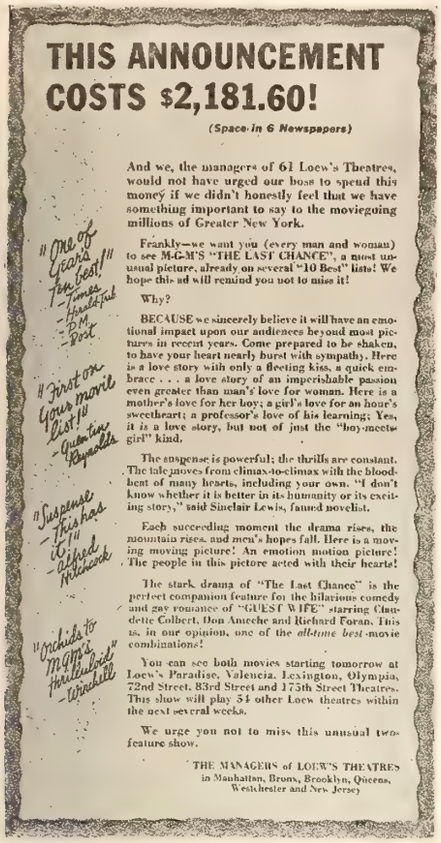
Houston Department Store Aids In 'San Antonio' Exploitation

In addition to putting on an elaborate window display devoted to Warners' "San Antonio" during its run at the Majestic Theatre, Houston, the big Sakowitz Department store of that city ran tie-in boxes in all its ads appearing in three local newspapers.

Churches Plug 'Enchanted Forest'

The Mary Anderson Theatre in Louisville, Ky. got a real break when it played PRC's "Enchanted Forest" in that it obtained the complete backing of the Louisville Council of Churches. The Council came right out with a big plug in their monthly bulletin, as follows: "At the Mary Anderson Theatre is a commercial entertainment motion picture that church people can well afford to support. We can not always protest unwholesome movies without approving the better ones. 'Enchanted Forest' has been approved by a large number of club and church people and is endorsed by the Better Films Council, the Kentucky Council for Clean Movies, P.T.A. groups, the Crime Prevention Bureau and many others."

SELLING THE PICTURE



THIS ANNOUNCEMENT COSTS $2,181.60!

(Space in 6 Newspapers)

And we, the managers of 61 Loew's Theatres, would not have urged our boss to spend this money if we didn't honestly feel that we have something important to say to the moviegoing millions of Greater New York.

Frankly—we want you (every man and woman) to see M-G-M'S "THE LAST CHANCE", a most unusual picture, already on several "10 Best" lists! We hope this ad will remind you not to miss it!

Why?

BECAUSE we sincerely believe it will have an emotional impact upon our audiences beyond most pictures in recent years. Come prepared to be shaken, to have your heart nearly burst with sympathy. Here is a love story with only a fleeting kiss, a quick embrace . . . a love story of an imperishable passion even greater than man's love for woman. Here is a mother's love for her boy; a girl's love for an hour's sweetheart; a professor's love of his learning; Yes, it is a love story, but not of just the "boy-meets-girl" kind.

"One of Year's Ten best!" — Times Herald Tribune — N.Y. Post

"First on your movie list!" — Quentin Reynolds

The suspense is powerful; the thrills are constant. The tale moves from climax-to-climax with the bloodheat of many hearts, including your own. "I don't know whether it is better in its humanity or its exciting story," said Sinclair Lewis, famed novelist.

"Suspense — This has it!" — Alfred Hitchcock

Each succeeding moment the drama rises, the mountain rises, and men's hopes fall. Here is a moving moving picture! An emotion motion picture! The people in this picture acted with their hearts!

The stark drama of "The Last Chance" is the perfect companion feature for the hilarious comedy and gay romance of "GUEST WIFE" starring Claudette Colbert, Don Ameche and Richard Foran. This is, in our opinion, one of the *all-time best* movie combinations!

"Orchids to M-G-M's Hartley and Churchill"

You can see both movies starting tomorrow at Loew's Paradise, Valencia, Lexington, Olympia, 72nd Street, 83rd Street and 175th Street Theatres. This show will play 54 other Loew theatres within the next several weeks.

We urge you not to miss this unusual two-feature show.

THE MANAGERS of LOEW'S THEATRES in Manhattan, Bronx, Brooklyn, Queens, Westchester and New Jersey

UNUSUAL. This example of the endorsement type of advertising was placed in nearly every New York City newspaper by Loew's Theatres to add impetus to the showing of MGM-International's "The Last Chance," which has received unanimous praise from New York's and other cities' critics. The weight added to the showings by the very cleverly worded ad has been given a large part of the credit for the film's exceptional showing at the box-offices of the circuit.

Heralds, Guest Tickets, Records Plug 'Doll Face' in Hartford

Loud, attractive, yellow-colored contest heralds boomed Lou Cohen's showing of "Doll Face" at Loew's Poli-Hartford, Hartford, Conn. Tying in with nearly a dozen of the city's music merchants, Cohen had the throwaways distributed at the various stores.

Winners who held lucky heralds received free Perry Como recordings and guest tickets to see the film at the Poli. Warners' lists were posted in the music shops and in the lobby of the theatre. The popular tieup resulted in several window and counter displays.

Sell Music Angles

Ernest Emmerling, head of the advertising and publicity department of Loew's Theatres has sent out an urgent bulletin to the circuit's member organizations to pay special attention to the musical angles of MGM's "The Harvey Girls" in the exploitation agenda. The memo puts special emphasis on naming the important song numbers from the production and urges managers and publicity men to ask "disc jockeys" to do a musical review on the film. Store window and co-op ad cooperation also are urged.

Lyon's Varied Stunts Put Over 'Weekend'

A campaign completely encircling newspapers, radio, bookstores and other effective mediums of exploitation, was deftly executed by Manager Harold Lyon of the Des Moines Theatre, Des Moines, and Jim Castle, Paramount's special field exploiteer, for the opening of "The Lost Weekend."

Opening gun in the campaign was a four-day newspaper advertising program which wound up with large sized display ads, culminating in the now-famous "eye" ad for the opening day.

Well Aired in Advance

Three radio stations flashed spot announcements, in addition to Tri-States, who on their six programs a week, plugged the film for two weeks in advance of the opening. On another station, the exploiteers promoted a special screening for the network's leading woman commentator, who after viewing the picture, devoted her program to explaining why the film should be the best of the year. Another radio stunt was used whereby a remote control broadcast from a screening room featured interviews with newspaper writers.

A special constructed art poster was placed in the center of the Paramount's lobby, with blow-up heads of the stars, in addition to seven 30x40s and an eight-foot display piece.

Two hundred window cards together with 1000 special bookmarks, were distributed to all local booksellers and department stores. Many shops used attractive window displays.

But the feather in the Lyon-Castle collective cap came with a full-page color break on the front page of the Sunday Des Moines *Register*, with added inside column breaks.

Herald Ties With Cola Company To Sell 'My Reputation' in Boston

Elaborate heralds featuring color lithographs of Barbara Stanwyck, star of "My Reputation," will be displayed by 2,000 Royal Crown Cola dealers in Boston, in advance of the Warner film opening at the M. & P. Metropolitan Theatre February 21.

Part of the tieup includes the soft drink's three-dimensional wall ads in South and North Stations, which will feature the film's stars and the theatre's playdate. Lavish displays are also being set up in the Metropolitan lobby.

SHOWMAN SAM SAYS: They say our servicemen in Britain have been changing the English language, but that can work two ways if we see all the British pictures promised by the Messrs. Rank and Korda, what what, old toff?

Daily Promotional Bulletin for MGM Field Men and Theatres

A new service in the form of a daily bulletin, Promotional Flashes, which will go out daily to MGM's 34 field men, has been announced by William R. Ferguson, MGM director of exploitation. The new bulletin will give a daily account of promotional activities by the men as well as theatres keying their campaigns with MGM pictures.

In addition, all latest available information on sheet music, record and book tieups with publishers and stores, will go out as an addendum service with the Promotion Flashes.



'FREE OFFER' WINDOW. Lester Pollock, manager of Loew's Rochester Theatre, obtained this effective window display on a busy street simply by supplying the center piece to the store, which made it the focal center of the display offering free photos with the purchase of any frame in the window. An idea worth copying.

School Tieup Sells 'Wilson' for Turner

A tieup with local schools paved the way for the showing of 20th-Fox's "Wilson" at the Parsons Theatre, Parsons, Kansas. Manager Arthur Turner, who master-minded the overall exploitation campaign, arranged the tieup through cooperation of the superintendent of schools whereby announcements could be made in all city and rural schools on the film's playdate.

Students were urged by their teachers to see the picture, and were allowed to use its background as a basis of a book report, essay or theme, whichever the occasion required.

Three days in advance of the opening, 325 letters urging students and teachers to see the film because of its provocative theme, its noteworthy importance and timeliness, were mailed to the educators. As a result, several rural schoolmarms brought entire groups.



ACKERY CITED. Ivan Ackery, manager of the Orpheum Theatre, Vancouver, receives a Certificate of Showmanship from MGM for his campaign on "Son of Lassie." Shown in presentation ceremonies at City Hall are (l-r) Maynard Joiner, Famous Players supervisor; Ackery; Charles Ramage, manager of Regal Films (MGM), and Mayor Jack Cornett, who made the presentation.

Tars and Spars

San Diego, Allentown,

Washington, D.C., Milw

comparable with Colu

We suggest that you check these first engagements of Tars and Spars

nas played Bridgeport,

Lawrence, Mass.,

ukee to top business

nbia's best grossers.



REGIONAL NEWSREEL

CHICAGO

The Palace Theatre building, formerly part of the Schoenstadt circuit, with an auditorium of 1700 seats, has been sold for $127,500 to Albert Blum and Ruben Feldman.

Jack Flynn, MGM's western manager, got the press boys together at the Blackstone Hotel on Sunday to launch a drive for the Levi National Hospital at Hot Springs, Arkansas, founded to combat arthritis. Flynn is national chairman of the amusement industry drive.

Chicago newspapers withdrew all restrictions on theatre advertising this month, and the result has been larger ads and more splash.

Recent deaths included Frank P. Ishmael, veteran MGM salesman; Fred Bartow, former Paramount publicity director; Sophie Brandt, opera singer and wife of Will Burlock, Orpheum circuit publicity director; Leo J. Ryan, 38, brother of Charley Ryan, Warner theatre executive.

New managerial assignments: Fred Reeths to the Capitol, Madison; Tom Arnold to the Appleton Theatre, Appleton, Wis.; Phil Shires, just out of the Army, to Warners' Majestic in Sheboygan, Wis.

There were big doings at the world premiere of "Breakfast in Hollywood" at the Oriental Theatre. Seven thousand women tried to get in, with four thousand succeeding. Presence in person of Tom Breneman and Hedda Hopper was credited with the draw, plus, of course, $1,355 in prizes for the "Looniest Hat" contest tied in with opening. They say the whole thing was looney, but nice.

Having advanced their matinee prices at neighborhood houses by five cents last week, Balaban and Katz this week raised evening prices by a like amount. It's now 65c for A houses, 55c for Bs, and 44c for Cs.

The Bertha Theatre, formerly operated by the Koppel circuit, has been taken over by Essaness.

The Pickwick Theatre of the Alliance circuit in Syracuse, Ind. was recently destroyed by fire with a loss of $250,000. The house will be rebuilt when materials are available.

Phil Hanna, financial expert of the *Daily News*, in a recent article said the production of film projectors this year would reach between thirty-five to forty-five thousand, with the greater percentage being made in the Chicago area.

Will Hollander, B & K publicity and advertising director, heads the amusement division in the drive by the United Jewish Building Fund. The amusement trade has a quota of $90,000.

Jack Hunt, managing director of the Oriental Theatre, is resigning after eleven years with the house. Chester Amberg, his assistant manager, is also leaving. Arthur Steagall, Essaness Oak Park supervisor, takes over management of the Oriental.

The Palace Theater, Cicero, Ill., formerly operated by the Schoenstadt circuit, has been purchased by James Booth in association with Howard and Bob Trinz of Trinz Theatres.

More than 150 attended the annual dinner dance of the Balaban & Katz Employes Association last Friday at the Stevens Hotel.

Paul Hesse, former manager of the Esquire Theatre, has bought the Vilas and Eagle theatres at Eagle River, Wis. He takes over immediately.

John Balaban, Jack Kirsch of Allied Theatres, Edwin Silverman of Essaness, Frank B. Smith of RKO Theatres, Arthur Schoenstadt, and James Coston of Warner Theatres are included with other business leaders in the plan sponsored by Mayor Edward Kelly for an annual fall exposition to be known as "Chicago Tomorrow."

A leading independent theatre owner says triple bills are on the way out in Chicago, where they have flourished in the past. Only six small houses still play them.

Charles Pfingsten, budget director for B & K, is leaving for Phoenix, Arizona to become a resident. His wife's health has been bad.

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MEMPHIS

Variety Club Tent 20 is entertaining with a Valentine Party Saturday night, with Al Rothschild of National Screen Service Corp. in charge of arrangements.

Mrs. Mildred Robinson, secretary to the office manager of National Screen, has resigned to keep house for her husband, who has returned from the Service. And so has Mrs. Eleanor Murphy, head shipper at National Screen.

Duke Clark, district manager for Paramount, was a visitor at the Memphis branch last week.

Milton Linder, former Memphis salesman for National Screen who entered the Army late in 1942, has been assigned to a salesman job out of the Cleveland office.

Al Pickins, theatre popcorn supply man from Dallas, visited Memphis Film Row last week.

Forrest Dunlap, Dallas exhibitor, and his family have been holding a reunion in Memphis. The Dunlaps, with a son just out of the Service, came to Memphis to see another son who is recuperating at Kennedy General Hospital.

William Kroger, former Paramount salesman who became an exhibitor at Portageville, Mo. several months ago, was renewing old acquaintances at the Memphis Variety Club.

John Jenkins of Astor Pictors, Dallas, visited Memphis film row last week.

Lyle Richmond, Senath, Mo.; John Mohrstadt, Hayti, Mo., and W. O. Taylor, Dresden, Tenn., made buying trips to the Memphis exchanges.

Glenn Caldwell, Aurora, Mo., exhibitor, entertained a group of friends for dinner at the Variety Club. Included were Mr. and Mrs. Tom Donahue of Paramount and Mr. and Mrs. W. C. Kroger of Portageville.

Col. Enoch (Nuck) Brown, general manager of the Memphis Publishing Co., will be the speaker at the regular monthly Variety Club luncheon, Monday, February 18. Colonel Brown returned from Europe only a few months ago where he was a military governor.

BOSTON

Clayton Eastman, United Artists' new district manager, arrived last week to take up his new duties here.

On vacation from MGM are Nathan Oberman, who is at present in New York, Mrs. Florence Scully, and Dorothy Donahue, who will spend next week at Conway, New Hampshire, enjoying the winter sports.

Appearing in "Pilate's Daughter," which is put on by the Mission Church, is Ellen Logue, who is employed as a biller at RKO.

Dorothy Scanlon, a checker at RKO, is contemplating spending a three or four week vacation in Miami in the very near future.

Douglas McLeod, ex-Captain in the Army, is now a student booker in the Boston office of RKO.

This week at E. M. Loew's, Ethel Donati will have served efficiently as manager of the National Theatre for four years. Lou Richmond left on Wednesday to spend his vacation in Miami. Mr. Loew returned this week to the Boston office from a trip to Miami. Shirley Springer, Mr. Loew's secretary, has recently been elected to serve as president of the Greater Boston Council of Junior Haddassah.

Among the ex-service men returning to work for E. M. Loew are Carl William as manager of the Capitol in Pawtucket and Don King as manager of the Capitol in Providence.

Announcement is made of the approaching marriage of Charlotte Olin on March 3 to Dr. Abe Kaner, an ex-service man. Also there is the engagement of Lillian Fine, a daily report girl at Loew's, to Lou Chatman.

Much sympathy over at Universal is extended to Harry Horgan, the manager of the Opera House in Newport, Rhode Island, whose wife recently passed away.

Taking the Earl Evans spot at the Warner branch office here is Hamilton Turner. Turner, an ex-service man, came on from New York with Art Moger, who had been in New York on company business.

Mrs. Louise Terry will be leaving Warners this week, as her Marine Corps husband has just been honorably discharged, and they will be starting housekeeping.

Universal's latest promotion is given to Arthur Greenfield, who has been stepped up to sales manager at the Boston office.

Support and interest in the Bay State Society for the Crippled and Handicapped are among the latest interests of Flm Row.

MILWAUKEE

The No. 1 War Bond salesman for the recent Victory drive among managers of Wisconsin, has been declared to be Eugene Van Norman, manager of the Uptown Theatre in the residential district, having sold 810 series E Victory Bonds. His record is being checked with the managers in the other states, the prize for the national winner being a trip to London.

The Milwaukee Motion Picture Commission

REGIONAL NEWSREEL

has been asked by the Police Department to join the national movement to stop the production of films such as the Dillinger and other gangster pictures. Captain Hubert Dax of the Milwaukee Police Department recommends that a law be passed by the Wisconsin legislature to force parents of delinquent children to attend school to curb the rowdyism by 'teen agers.

Two vendors of obscene films—one wholesaler and the other the contact man—have been sentenced to 1 to 2½ year terms on "sale and possession" charges. The wholesaler was a dealer in church goods. In sentencing the pair, the judge declared: "Probation absolutely cannot be granted."

The Elm Dale Community Club presented the local school in that district with a movie projector for educational purposes, as there is a demand for visual instruction. The club has worked for three years to raise the money for the modern projector.

It is reported that a professor of journalism at Northwestern University, Chicago, in a talk before a Milwaukee audience declared motion pictures made in this country and shown abroad give a distorted view of our middle west and its people, and he recommended putting a ban on the export of such films. The speaker said he was amused while in London to hear of their idea of Chicago, and Londoners thought Milwaukee was a suburb of the Illinois city. If films cannot show the true picture of American cities, they should not be shown abroad at all, he declared.

Six additional film houses have been added to the list of those showing pictures especially recommended for young people. The theatres are the Egyptian, Hollywood, Garfield, Franklin, Milwaukee and Mars. Special programs are to start at 1:30 p.m. on Saturday, the films being previewed by members of the committee of the Wisconsin Congress of Parents & Teachers. This makes a total of 14 houses with special Saturday programs for youngsters.

The Milwaukee Common Council has about decided that the annual fees now paid by film theatres must be raised. Annual licenses to operate theatres should range from $50 to $300, according to income, the aldermen claim, as against a flat rate of $30 per theatre now in effect. The taxation committee of the Common Council is to make the decision at the next meeting about the middle of February.

NEW YORK

Reitano Enterprises have taken over the Burke Theatre in the Bronx. The Island Theatre Circuit is handling all contracts for bookings.

Irving Dollinger, owner of the Plaza, Linden and Liberty, Irvington, New Jersey, accompanied by his wife, has left for Mexico City.

The Skouras Circuit is spending over $350,000 in repairs for the Liberty, a 1700 seater in Elizabeth, New Jersey.

Leonard Schlesinger, Warner theatre department executive, is in St. Louis because of the serious illness of his father in that city.

Manny Meyers, former operator of the Arrow, has left the French Hospital after a second operation and is recuperating at home.

Pearl Unger, head of the Warner contract-file department, married Harry Josephson this week.

The wife of Ben Price, veteran salesman who died a year ago at 52, passed away last week in Miami. She left an orphaned daughter, Helen, who is an assistant in the 20th-Fox booking department at the exchange. Mrs. Price was 45.

Lt. Lester Haaker, former Warner checker, now in Honolulu, has written the exchange to keep his job open for him, as he is due to be discharged soon.

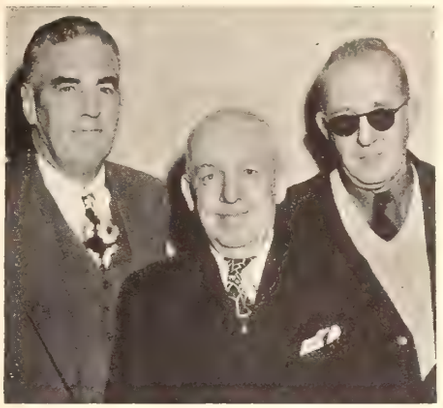
Jerry Herzog, veteran film salesman, is in the Mt. Sinai Hospital for observation.

Manny Lowe has rejoined the MGM exchange as a cashier after three years in the Pacific for the Army.

John Dacey, veteran RKO salesman, is recuperating at home following an operation. He will be out two additional weeks.

Bill Ferguson, head of MGM's exploitation department, unable to secure a song plugger for "Wait and See" from "Harvey Girls," sang the song last week at an MGM gathering at the Waldorf accompanying himself on a mandolin. The salesmen recorded Bill and have his dulcet tones for all time.

Elliott Foreman, veteran MGM exploiteer at the exchange, is being congratulated for



REUNION. William A. Scully (left), Universal's vice-president and general sales manager, had a reunion with two Portland, Me., school chums recently at the Universal Studios: Thomas Quincana (center) of Portland, and John Ford, famous director. Scully and Ford were pitcher and catcher on the Portland High School team, and they're still in there pitching.

having set two personal winning records for himself a month ago.

Mrs. Rose De Titta, 77, mother of Deon and Arthur De Titta of 20th Century-Fox, died last week. Eight other children survive.

Major Lawrence C. Paulson, former 20th-Fox salesman in Toronto, Denver and Des Moines, has been appointed India manager for Paramount. A film veteran of 19 years, Paulson spent 34 months in the CBI sector.

The Willard, Woodhaven, has added Mary Rocco, Helen Gilman and Carol Reinhart to the staff as usherettes. The staff gave a farewell party last week to Elizabeth Spear, cashier, leaving after 10 years to take up housekeeping.

Elsa Fledderman and George Allen, assistant manager and electrician at the National, are back at work after being ill. Charles Panitz, projectionist at the 83rd Street, is also back after illness.

Irving Schwartz, manager of the Dyckman, received a birthday cake from his staff last week.

Sidney Lefkowitz, discharged veteran, has returned to Loew's contract department after three years service.

Anthony Villecco, projectionist at the Warwick, is recuperating from a broken arm.

Lo, house organ of Loew's, will have a complete course on theatre operation and management in forthcoming issues to aid student and assistant managers of the circuit who have requested information. Subjects to be covered will include housekeeping, air-conditioning, projection and sound, newspaper advertising, newspaper publicity, maintenance, public relations, bookkeeping and handling of films, service and handling of crowds.

Leo Heller, former combat navigator in the CBI sector, has joined the Paramount home office pressbook department.

Si Seadler, MGM advertising manager, is ill with laryngitis. Ross Doyle, city editor of MGM's publicity department, has yellow jaundice.

Carl Clausen, Paramount publicity department budget director, is on vacation.

Dennis J. Harrington, 61, who operated the Palace, Saratoga Springs for 20 years up to 1940, died there suddenly last week.

Elizabeth Fishon, secretary to Tom Waller at United Artists, is on vacation.

Seymour Roman, after three years in the Army, has rejoined Columbia's special events department.

Muriel Powell has been added to United Artists' mimeograph department and will also double as a receptionist.

William Brown, assistant production manager in RKO's art department, is the father of his first child, a boy named Robert.

Elaine Wrabel, Howard Le Sieur's secretary at United Artists, has been made secretary to Phil Dow, while Margaret O'Connell, who was Dow's secretary, has become secretary to Jack Goldhar.

A. A. Schubart, manager of RKO's exchange operations, is back at the home office after three weeks on the coast.

Theodor Megaarden, Jr., manager of the Rosenblatt-Welt Plaza, Bayonne, N. J., for the past three years, has resigned to join the staff of the Lawrence Golden office, New York, in road show production and talent management. Blanche Hagelin has joined the Plaza as cashier.

LOS ANGELES

Sam J. Gardner, resident manager of MGM, leaves this week for South America, his reward for captaining the "team" that won high honors in the recently completed "On to Rio" sales drive. Every employe of the local MGM office gets a week's salary for being part of the winning combination!

ALONG THE ROW: Rube Harris, MGM salesman, is recuperating from a siege of illness. . . The Ad-Art Company announced that it has taken over the flag and valance department of the Theatre Display Company. . . Jack Baldock, former New Mexico showman, is the new manager of Western Amusement Company's Orange Theatre in Orange—he succeeds Johnny Oxford who now manages the recently acquired Fillmore.

EXHIBITORS IN TOWN: Visiting theatre men included Leo Hammacher, Victory, San Diego; Mr. and Mrs. Dick Lemucci, of the River, Oildale, Arvin, Arvin, and Granada, Bakersfield; Jay Burger, Delmar, Carpinteria; Mr. and Mrs. Jean Tyc, Vista, Vista; and Judge Pauley, Indio.

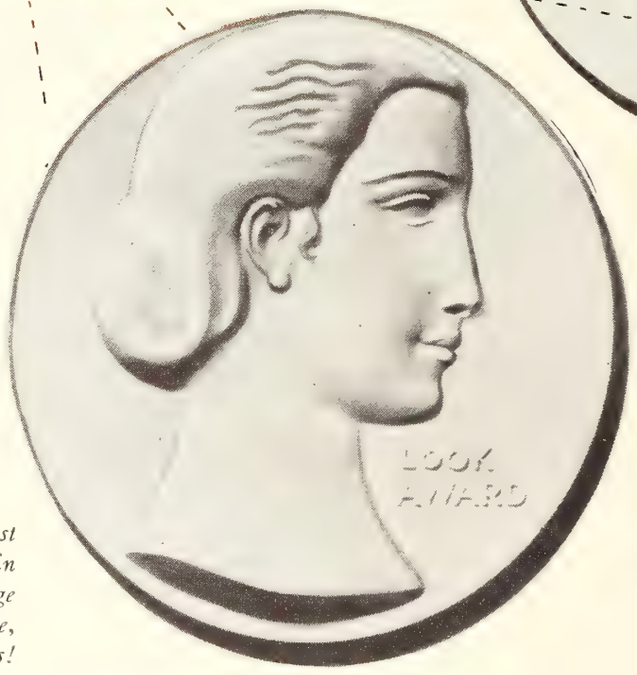
CHATTER: Bill Scully, general sales manager of Universal, paid the L. A. office a visit —United Artists salesman Kenneth MacKaig swinging around the San Diego territory. . . Lee Hulling, Metro salesman, never reached the big New York conclave; unfortunatley Lee came down with the flu en route and has been hospitalized in Buffalo. . . MGM's Jean Simmons returns to Dallas—Fay Navin takes her place as secretary to resident manager Gardner.

Howard Hirty, MGM exploiteer, and George Hickey, western sales manager, returned last week after a conference of Metro West Coast exchanges in 'Frisco. . . Ray Johnson of the Ad-Art Company did a special job for Howard Strickling, director of MGM studio publicity, when he decorated a sales room. . . G. W. Will now is full owner of the Ojai, Ojai, and S. Robert Davis, recently of the AAF, manages . . . RKO's Dave Cantor and Fred Calvin, publicity men, recently returned from a Las Vegas trip. . . Universal's Bill Skinner, a veteran of

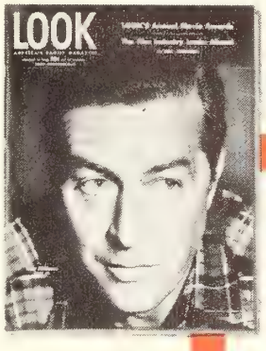
(*Continued on Page 24*)

'RAY!





The "Look" Magazine Medal for Best Male Performance, Won Second Year in a Row by Paramount Stars! See 7-Page Paramount Publicity in Feb. 19th Issue, Out Now, And Use for Lobby Blow-Ups!



THREE OUT OF EIGHT "LOOK" PERSONALITY AWARDS WON BY

The Lost Weekend

W

anc

YOU GET HIM THIS YEAR IN
"THE LOST WEEKEND"
(9th week topped the 8th at N. Y. Rivoli!)
"KITTY," Co-starring Paulette Goddard
"THE WELL-GROOMED BRIDE"
"THE TROUBLE WITH WOMEN"
(Release dates subject to change.)

Milland

Adds another outstanding tribute to the
skyrocketing list of "Lost Weekend" honors as he

ns "Look" Medal

FOR THE BEST MALE STAR PERFORMANCE OF 1945!

And other "Look" Magazine Medals
for "Lost Weekend" achievements go to



BILLY WILDER

FOR THE YEAR'S BEST DIRECTION



JOHN SEITZ

FOR THE YEAR'S BEST CINEMATOGRAPHY

Paramount

THE WINNING COMPANY!

REGIONAL NEWSREEL

(*Continued from Page 21*)

25 years service to the company and head shipper, is back on the job after an appendectomy—Howard Lichtenstein, ex-Navy flyer, capably took over during Bill's absence.

SCANNING THE ROW: D. Acosta's Rex, Fresno, added 350 seats recently in an enlarging process. . . Aaron Silverman is new secretary to Jack Valpey, MGM chief booker. . . Florence Gottesfeld becomes secretary to ass't branch manager Calihan at MGM. . . New biller at Universal is Trudy Truly, and we're not kidding!, , , Roy Lemucci, ex-football star and service man, is now doing the booking for his folks' Bakersfield chain.

ST. LOUIS

Unimproved property fronting 71 feet on Olive Street at Cardinal Avenue has been purchased by Warner Bros. for an indicated price of $21,000. The ground was acquired as the site of a new exchange for the company. The present exchange is on Olive Street.

A requiem Mass was said on February 6 for Miss Rose Mary A. Chester, secretary for the past 15 years for B. B. Reingold, manager of the 20th Century-Fox exchange, who died unexpectedly following a week's illness.

Latest information is that Herman Buechel, head of the shipping department at 20th Century-Fox, and Dick Klagen, head of the advertising accessories department of that office, are recovering nicely from their recent illnesses.

Harry C. Arthur, Jr., general manager of Fanchon & Marco, was due back from New York this week.

W. C. Gehring, western division manager, and W. E. Scott, district manager for 20th Century-Fox were in St. Louis last week for conferences with B. B. Reingold, St. Louis manager.

Nat Steinberg, district manager for Republic Pictures, has gone to New Orleans on a business trip. He will return in a few days.

Barney Rosenthal, Monogram manager, returned from Springfield, Ill., on February 6. While there he closed the details of the deal with the Frisina Amusement Company for Monogram's product.

Andy Dietz, branch manager, and Johnny Walsh, salesman for PRC, were out in the territory. Both returned over the week-end.

It is reported along Film Row that new interests are planning to erect a theatre in Cape Girardeau, Mo. to cost from $75,000 to $100,000. It was said the new house is to be located on a site opposite Fox Midwest's Broadway Theatre.

Robert H. "Bob" Wilson of Jackson, Mo., recently discharged from the Navy with the rank of lieutenant commander, was a recent visitor to Film Row.

John D. Medlock plans to open his new 350-seat house in Summersville, Mo., on or about March 1. He has been here booking pictures for the house.

A new house, seating about 300, is due to open soon in Elkville, Ill.

Harry G. Erbs, prominent St. Louis attorney, has been selected to serve as the AAA arbiter in the trial of the clearance complaint filed recently by H. E. Webster, operating the Webster Theatre, Steeleville, Ill., and the Princess Theatre, Percy, Ill., against RKO, Paramount, Loew's, and Warner Bros. The date for the hearing will be announced soon. The Gem and Joy in Chester, Ill., operated by the Farrar & Turner Circuit, and the Grand, Sparta, Ill., owned by Sparta Theatres, are the opposition houses that would be affected in this case.

Brighton, Ill. is to have a new theatre to seat from 300 to 400 persons to be located in the Village Hall. Thomas Bushnell of Jerseyville, Ill., will own and operate it.

There is much speculation regarding the reported sale of ground west of the 20th Century-Fox exchange to undisclosed interests. Many wonder whether a new film exchange building is planned for that spot.



INDIANAPOLIS EXHIBITORS GATHER. Universal's Peter Rosian and L. J. McGinley, respectively district manager and Indianapolis branch manager, played hosts to a group of exhibitors in the Indianapolis area prior to a screening of Universal's "The Seventh Veil." The luncheon took place in the Indianapolis Athletic Club. Among those present were: Harry Markum, Belmont and Talbot Theatres; Oscar Kuschner, Indianapolis Cooperative Circuit; Joe Finneran, Syndicate Theatres; Morris Cantor and Leo Cantor, Cantor Theatres; Marc Wolf, Y & W Circuit; Martha McHatton, Indianapolis News; Florence Whelan, Universal; Katherine Fettig, and Joe Schilling, Schilling & Pearson Theatres; Howard M. Rudeaux; Don L. Hammer, Universal; Harry Van Noy, Paramount Theatre; Tony F. Grabowy, Universal; Milton Ettinger, Universal; Joe Smith, Amusement Enterprises; Eleanor Turner, and Betty Allen, W & W Circuit.

VANCOUVER

Odeon circuit managers here have formed the Odeon Theatre Managers Association, which will meet each month to discuss circuit affairs. Officers elected for 1946 are: president, Jerry Sutherland, Park Theatre; vice-president, Mike Goldin of the Vogue; secretary-treasurer, Al Mitchell of the Paradise Theatre, all of Vancouver. Outside managers will be taken into the association later.

Maynard Joiner, F. P. supervisor, and Frank Gow, district manager, were on an inspection trip to Victoria and Nanaimo last week.

Bill Baillie, an employe of the Famous Players art shop for the past ten years, has been appointed manager, succeeding Frank Phillips, who resigned after eighteen years.

Snow and rain last week cut into receipts of Vancouver first-run theatres, and the average was below normal. Showing at the first-runs were "Colonel Effingham's Raid," Strand; "They Were Expendable," Orpheum; "What Next Corporal Hargrove," Capitol; "Paris Underground," Plaza; "Madonna of the Seven Moons," Vogue; "Man of Courage," Beacon.

A new theatre with a seating capacity of 450 will be built by Whittingham and Proteau, operators of Youbou's Woodland Theatre, Lake Cowichan, on Vancouver Island. Edward Bickle, who operates the three theatres in the Cumberland Courtney district, is planning on new theatres at Comox and Campbell River.

Another veteran British Columbia showman, Calvin Winter, died February 6 in General Hospital here. He operated the Music Box and Marpole theatres in Vancouver.

Ted Ross of Empire-Universal has resigned to enter the cartoon department of a local publishing company. He is succeeded by Pearl Granger. Gerry Wellicome is also a new employe of E. U. in the revising department.

Irene Horner of the Famous Player booking department is very sick and will enter Tranquill Sanatorium, near Kamloops, B. C. Bill Wallace, manager of the Kingsway, bedded with the flu.

With powers to establish a film industry, radio station, hotel, sanatorium and various other enterprises on Knapp Island, one of the gulf inlets just north of Sydney, V. I., a new company has been incorporated called Knapp Island Ltd. The principal owner, is Victor Fleming, Hollywood director and producer. Knapp Island is 27 acres in extent. Money from Hollywood is said to be behind the proposition.

Jack Randall, manager of the Capitol Theatre who came here recently from Calgary, was made a member of the Vancouver Gyro Club at a meeting last week.

Plans for construction of a $24,000 theatre at Port Coquitlam, B. C., a few miles from New Westminster, have been filed by Ticehurst Interests, Ltd. Work will begin immediately on a location across from the CPR station there.

The Odeon Circuit has purchased a site for a theatre across from the Stanley Theatre, a Famous Player house.

An alert telephone operator blocks away directed police to the Oak Theatre at Burnaby, B. C., an Odeon spot, almost in time to trap yeggs who had blown the safe. The shock from the safe blowing knocked off the telephone receiver.

OMAHA

Benny Dudgeon is back at Falls City as manager of the Oil City Theatre after three and one-half years with the Army, including service in the Pacific. Norman Carr, who pinch-hit during his absence, will become assistant manager for the Oil City and the other Tri-State house in Falls City.

Morris Smead, popcorn machine entrepreneur and Council Bluffs exhibitor, will arrive from the West Coast this week after a two-month business and pleasure trip.

Charles Lorenz, MGM shipper, is in Rochester, Minn., for a week's physical checkup.

Carol Kearns, bookkeeper at Warner Brothers, was to marry Roger Bisson of Boston, former Army Air Corps captain, February 14 in Auburn, Neb., the bride's home. The couple will move to the East.

Ching Allen, former Omahan and new district manager for United Artists, made his first trip here in his new position.

Betty Pantier, RKO secretary, took time out when her boy friend returned from overseas.

The Opera House Theatre at Guide Rock, Neb., is now owned by E. L. Mather, who purchased it from Nate Bragg.

Jack Schwidelson, Cass Theatre owner, has solved his housing shortage by purchasing a home here.

Western Sales Manager Roy Haines of New York City and District Manager Hall Walsh

REGIONAL NEWSREEL

of St. Louis paid the Warner Brothers office a visit.

Allan Kohan, Warner exploiteer, is back in the city after a western trip.

Federal Judge James O. Donohoe asked a 16-year-old Indian girl here what she meant when she said her father was "mean" to her. "He wouldn't let me go to the movies, he said I was too young to go out except with the family," the girl explained.

Tom Ewalt plans to enlarge his theatre at Geneva and change its name from the Sunbeam to the Rialto.

Mel Kruse has completed remodeling the Pierce Theatre at Pierce. The front is almost entirely new.

ATLANTA

Film Row visitors: Mrs. E. C. Fain and daughter, Fain Theatre, Wetumpka, Ala.; Mr. and Mrs. J. U. McCormack, Rosy Theatre, Lakeland, Fla.; Fred Jack, southern division manager, United Artists; Norman Moray, sales-manager in charge of short subjects, Warner Bros.; Tom Brannon, retired former owner of Affiliated Distributors; Hugh and E. D. Martin, Martin Theatres, Columbus, Ga.; Fred Jabaley, Princess Theatre, LaGrange, Ga.; Mrs. Lucille Cobb, Roxy Theatre, Fayette, Ala.; Mack Jackson, Strand Theatre, Alexander City, Ala.; J. H. Thompson, Hawkinsville, Ga.; Mr. and Mrs. Wallace Smith, Gem Theatre, Barnesville, Ga.

Friends here have been notified that Ching Allen, former Atlanta branch manager of United Artists, now division manager of UA's Prairie Division, headquartering in Kansas City, Mo., has become a grandfather.

Complete new sound equipment is being installed in the suburban Brookhaven Theatre here by Mr. and Mrs. John Carter.

A. L. Cowart, former Cartersville, Ga., theater owner, has purchased the Houston Theatre in Dothan, Ala.

H. C. Phillips and William Keith, recently out of service, have joined the Atlanta United Artists' salesforce.

Bill Aiken, former manager of Atlanta Loew's, more recently a member of Columbia Pictures' sales force, has resigned the latter post. He and Mrs. Aiken have leased the Masonic Building at Norcross, Ga., and expect to have a new 500-seat theatre operating there within 60 days. They plan a circuit in small rural communities in the Atlanta Metropolitan area.

When Frank Henson, former house manager of Atlanta Loew's, left to return to his old post as manager of Loew's in Akron, Ohio, twelve theatre and newspaper cronies gave him a surprise luncheon at the Variety Club. As a going away gift, Frank was presented with a gold pen and pencil set. Then the boys reached under the table and hauled out three pairs of nylon hose as a gift for his wife, Peggy.

Jack Kirby, Paramount district manager, visiting the New Orleans branch.

Changes in Paramount sales force: Clyde Goodson, former sales manager, promoted to New Orleans branch manager; Gordon Bradley, sales representative, promoted to sales manager; Jack Price, former New Orleans branch manager, transferred to the Atlanta office to handle sales in the Florida territory.

Merritt Davis, southern division manager of Republic, in New Orleans on a business trip.

DES MOINES

Tri-States Theatres' training school for GI veterans is under way at Des Moines, with plans progressing for the establishment of similar schools in the Davenport area and at Omaha, Neb. R. L. Edelman, former Chicago attorney and a veteran of World War II, who formulated the program for Tri-States, reports that the larger number of veterans taking the GI school work are former Tri-States employes who enrolled for refresher courses. The government pays the veterans a subsistance allowance while they are in school. For veterans with no previous experience, the program calls for one-year theatre training and classroom work of 2000 hours. Edelman estimated that between 35 and 50 students would be enrolled in the schools.

March of Dimes collections at the four Ames theatres amounted to $708, an all-time record for theatre audience collections for any cause. The collection at Waterloo theatres totaled $3143 as compared with $3128 a year ago, while the seven Dubuque theatres contributed $2220, far above the 1945 collection of $1760.

Lt. Col. Carter English has been released from the Army Air Forces to return to his duties as resident manager of the two Centerville, Ia. theatres operated by the Palace Theatre Company.

The Elma Theatre, Elma, Ia., has reopened after a fire seven weeks ago forced the house to close down. Charles Jones, owner, has redecorated the entire interior and installed a new sound system.

The Moorhead Theatre was damaged by fire which destroyed the projection booth and nearly one-fourth of the seats in the auditorium. F. A. Brycerson, owner, is doing an extensive remodeling job on the theatre before reopening.

The Strand Theatre, Fort Dodge has reopened after a $8500 remodeling program. A modernistic lobby with new indirect lighting is included in the revamping program.

The Savereide Theatre brokers of Waterloo, Ia., reported sales of the Corn Theatre, Everly, Ia., by C. J. Schloerman to W. R. Ardnt of Ruthaven; State Theatre, Clarence, by John Butler to Joe Groth of St. Ansgar and Fenton Theatre, Fenton, by Fred Thacker to Leo Woods of Burlington.

Roger Totten of West Salem, Wis., has been named manager of the Calmer Theatre, Decorah. Totten recently was discharged from the Army.

Max Lyons, war veteran, has replaced Don Hurd as booker at the Columbia exchange. Lyon formerly was a student booker at the Des Moines Theatre.

Jack Kennedy, MGM manager, is taking his family to Mexico for a few weeks vacation. Earl Kerr, exhibitor at Vinton, also is Mexico-bound.

Leo McCarey, Hollywood producer-director, is reported planning to make a movie based on the career of Al (Babe Carnera) Bisignano, operator of Babe's night club of Des Moines. Bisignano flew to Hollywood to meet McCarey and discuss the picture.

PORTLAND

Mrs. Zelma Dow, owner of the Vernonia (Ore.) Theatre, suffered a mass picketing of 180 high school pupils who got the mistaken idea that they should regulate the theatre prices in spite of the contract signed with the producers. They demanded they be given a 35-cent admission instead of the adult 50-cent fee. With the assistance of O. J. Miller, executive secretary of Oregon Theatres Owners Association, the matter will soon be adjusted.

Manager Frank Pratt of the Portland Paramount reports that to date 114,928 Portlanders have filled the 5087 seats in the Paramount and Oriental theatres to see "Leave Her to Heaven."

L. N. Walton and James R. Beale are being congratulated on their first 17 years with the company.

Universal Pictures has purchased the northwest corner of Second Avenue and Bell Street, Seattle and will build its own exchange there. The consideration is reported to be between $50,000 and $65,000.

Walter L. Titus, vice-president in charge of operations of Republic Pictures, accompanied by Frank Soule, assistant to Herbert Yates, covering Portland and Seattle Republic branches.

Walter Coy, exhibitor of White Center, announces his engagement to Dorothy Schultz.

Bill and Helen Rouse are the parents of a baby daughter, Sharon Lynn.

B. R. Wolf, western district manager for National Screen Service, guest of Jack Flannery, branch manager.

Buck Stoner, western district manager for 20th-Fox, has been visiting Portland and Seattle exchanges.

Bill Englan, Eastern Washington salesman for RKO Radio, back to Seattle for conference.

Paul McElhinney remains as branch manager for Republic Pictures, Seattle.

E. A. (Russ) Holcomb, formerly a service inspector for Altec in South Dakota, has joined the Seattle office.

Ten Portland surburban theatres are putting on a monster clothing drive.

"Spellbound" went into a third big week at J. J. Parker's Broadway Theatre, Portland.

Harry Newman of the Liberty Theatre, Lynden, Wash. announces plans for a New Liberty Theatre to seat 450.

Jack Wright, formerly connected with the Mercy Theatres in southeastern Washington, has joined with Bob Hargreaves in the advertising agency of Hargraves & Wright.

Herbert Sobottka, general manager for Hamrick's Evergreen, has recovered from his recent severe illness.

COLUMBUS

Samuel Skuller, owner of the Travel Shop; Frank Smith Barker, free lance publicist; and Nelson T. White, first vice-president of the Smith Agricultural Company, are new associate members of the Columbus Variety Club, Tent No. 2.

Mrs. Joseph Cotten, the former Lenore Kipp, left Columbus last week after a few days' visit with her mother, Mrs. Edwin Kipp, wife of the film actor. Mrs. Cotten was en route to New York, where she will join her husband.

Orn Huntington, whose real name is Clyde Sells, writes that he has a small part in "Her Kind of Man" being released by Warner Brothers. He formerly was a member of the service staff of the Broad.

Johnny Barcroft, Palace press agent, is awaiting word from his wife, Joan, on results of her screen test at Twentieth Century-Fox which was held last week. She was offered the test when she went to Hollywood as chaperone for Jean Peters, Canton Ohio State co-ed, who has been given a contract with Fox.

The new East Side Drive-In Theatre is expected to be completed by May 1, according to Leo Yassenoff and Harold Schwartz, jointly associated in the enterprise. A lease has been taken on 14 acres of land. Plans include a restaurant in conjunction with the theatre. Mr. Yassenoff also operates the Riverside Drive-In Theatre, northwest of the city.

Manager Harry Simons of the Grand didn't wait for spring to freshen up his marquee . . . it has blossomed out in shiny ebony and brilliant yellow. The Ohio lower lounge has new carpeting.

The Columbus *Star*, local weekly tabloid, is now using Kodachromes on its front covers. The first two covers were of glorified girls from Metro's "Ziegfeld Follies" planted by publicist Fred Oestreicher, with the color negatives being supplied by Metro.

The Ohio Bell Telephone Co. is surveying the demand for television service in and around Columbus, H. E. Smart, district commercial manager, has announced. Mr. Smart estimated that television on a practical basis for theatres, as well as homes, could be established here within five years.

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REGIONAL NEWSREEL

(*Continued from Page* 25)

Vacationers: Fred Hartwick, veteran Ohio projectionist, is holidaying in Florida. . . .Mrs. Doris Vacca, Ohio cashier, is greeting spring at Gulfport. Mary Jane Bush is filling Mrs. Vacca's spot and Marjorie Jordan is new Ohio relief cashier.

Jerry Shinbach, Palace manager, pleaded guilty when he appeared in Municipal Court to answer charges of violating the city's fire laws. He was placed on probation. Captain John Jordan of the Fire Prevention Bureau said Mr. Shinbach sold standing room at the theatre.

ALBANY

Lee Drexler, Warner Theaters' assistant contract manager, has enrolled for a special night course in business administration at Sienna College.

Visitors along the Row included J. W. Bird, E. Arlington and Manchester Depot, Vt.; Harry Savett, Tupper Lake and Port Leyden; H. Berinstein, American, Schenectady; Mr. and Mrs. J. LaRocque, Warrensburg; Harold Strassman, Glens Falls.

Doris Curtis is a new telephone operator at MGM and Mrs. Larry Fisher has been promoted to biller from telephone operator.

Herman L. Ripps, MGM district manager, is in New York on sales meetings.

Lou Aldrich, Warner Theaters' home office representative, is visiting the Albany theatre office for several days.

Margie Hale, Warner Theatres' contact department, has returned from a week's leave of absence to welcome her husband, returned from two years in the Pacific.

Jos. Miller, PRC district manager, is visiting circuits in Rochester and Buffalo.

Pauline Sagan, 20th-Fox stenographer, has resigned and was feted by the office girls and presented with a farewell gift.

Helen Wisper, secretary to 20th-Fox Manager Harry Alexander, is nursing a bad cold.

Joe Weinstein, Warner Theater booker, is in Buffalo to visit exchanges.

Bernie Mills of Equity Films is in town.

Leon Herman, Republic branch manager in Buffalo is in town for conferences.

Sam Lefkowitz, United Artists district manager, visited Albany and Buffalo.

Baby son of Joe Stowell, manager of the Lincoln, Troy, is recuperating after recent operation.

INDIANAPOLIS

Conservation department officials announced during the week that Walt Disney, had made arrangements for the use of Brown county state park to film the picture, "Midnight and Jeremiah," to be started in the coming spring. Cameramen and a technical crew will arrive at Bloomington April 15 to start shooting films to be used as background scenes for the picture. They will film scenic shots showing Brown county in the spring, summer and autumn. Their headquarters will be in Bloomington. A contract has been signed with a Brown county sheep breeder for the training of a number of lambs to be used in the film.

The City Hospital here has a new blood bank, the gift of the local Variety Club. Completely equipped, the blood bank is located on the main floor. In addition to installing the unit at a cost of $6000, the Variety Club also endowed its maintenance and the salary of a full-time technician.

Local theatre men are prepared to do a bit of crowing over their friends in the sports field when the sum total of their recent efforts in the recent "March of Dimes" drive finally is accounted for. Manager Boyd Sparrow of Loew's Theatre reports that fans contributed $10,008 to this cause in his theatre alone during the week that collections were made. He gives credit for the record to the Camp Fire Girls and staff of assistants of the Red Cross who helped pass the collection plates at the theatre.

Joe Meadows and his wife, operators of the Strand Theatre, Dawson Springs, Ky., are vacationing in Florida.

TORONTO

Film-company head-offices at Toronto are aroused over the action of the recently-appointed Quebec Board of Moving Picture Censors in instituting drastic increases in fees for the examination of films and advertising accessories. The charge for film censoring has been raised from $3 to $6 per 1000 feet, while fees for advertising material have been jumped as much as 10 times more than the previous rates. The charge for examining a 24-sheet poster, for instance, is $1, compared with the previous 10 cents. It is feared in trade circles that censor boards in other Provinces may follow the Quebec example, thus adding considerably to distribution costs.

Norma Shearer, Canadian-born screen actress, is spending a winter vacation in the Dominion with her husband, Martin Arrouge, a pilot of the Air Force of the United States Navy during the war.

"The Varsity," undergraduate daily newspaper of the Universty of Toronto, Canada's largest institution of higher learning, has adopted a percentage rating of audience appeal as a guide for current moving pictures. A listing gave "Madonna of the Seven Moons" the highest mark at 99 per cent, followed by "Kiss and Tell" at 90 per cent and "Johnny Angel" with 85 per cent. At the bottom was "Yolanda and the Thief" which was granted 10 per cent. Regarding "Madonna," the paper said: "For any university student this picture is one of the best of the year, something for which to be grateful to England's movie studios."

Jack Arthur of Famous Players head-office, Toronto, is busy with the production of "Combined Operations," a stage show to open shortly at the Royal Alexandra Theatre which embraces the hits of the various all-service musical companies now returned from overseas tours.

Servicemen in the Canadian overseas forces continue to flock back to civilian posts. Latest to return to Famous Players head-office are Lieut. Bert Brown and Sergt.-Major Jim Cameron. Added to the ex-service personnel at the new Victoria Theatre, Toronto, is Cpl. Percy Pearson, doorman, after six years in uniform of which four were spent with the Royal Hamilton Light Infantry. Pearson was formerly with the Royal Theatre, Guelph, Ont., when it was managed by Russ McKibbin, former army captain, who is now managing the Victoria.

Back in civies is Cpl. Keith Wilson who has been made manager of the Regah at Hagersville, Ont., owned by Barnes & Davidson. Before the war, Wilson was manager of the Marks at Oshawa.

The Canadian Picture Pioneers are now set for another big year with the re-election of L. M. Devaney of Toronto as president by the new directorate and the appointment of new committees by the board. The choice: Membership Committee, B. J. Cronk, chairman; Ben Bishop, Tom Daley, Morris Stein. Entertainment: Jack Arthur, chairman; B. J. Cronk, Tom Daley, Len Bishop, A. Laurie. Publicity: Clare J. Appel, chairman. All are of Toronto. The executive is sending a questionnaire to the more than 370 members across Canada to secure the views of a maximum number regarding the plans for the Clair Hague Memorial Fund which was established last year for needy film-trade veterans.

Plans for the erection of two new theatres in Ontario were announced during the week, sites for which have been bought. One is projected for Lindsay, Ont., by 20th Century Theatres Limited, Toronto, and the other, to have 600 seats, is planned by Casey Swedlove of Kemptville for the New Edinburgh district in Ottawa.

Manager Jack Musclow of the Capitol Theatre, Kitchener, has received the award of a desk lighter by International Pictures as a prize for his promotion work on "Tomorrow Is Forever."

Formerly at the Grand, Sudbury, James O'Neill has become assistant manager for Al Perly at the Midtown, Toronto, while Al Hewitt, assistant at the Circle Theatre, Toronto, has been promoted to be manager of the Community, Toronto, by 20th Century Theatres.

DENVER

Mike Zalesny, city manager for Fox Intermountain Theatres, Las Vegas, N. M., and his staffs at the Serf, Coronado and Kiva theatres, have been awarded the Clayton Long Trophy for courtesy. The trophy is awarded every six months by Frank H. (Rick) Ricketson Jr., president of Fox Intermountain, in memory of Clayton Long, and in honor of his devotion to the precepts of perfect theatre management. Courtesy plaque winners in the four districts the past six months are Paramount, North Platte, Neb.; Fox, Trinidad, Colo.; Paramount, Idaho Falls, Idaho and the Esquire, Denver. The Esquire, having won the plaque three times, secures permanent possession and a new plaque will be made.

Jack Copeland, Rialto manager, is recuperating slowly following an appendectomy at Fitzsimmons hospital. Myrt Webb, just out of the Army, is assisting Tom Grossman, assistant at the Rialto, until Jack returns.

Andrew Bashore has been moved from the Princess, Cheyenne, Wyo., to the Ogden, Denver, as assistant manager.

Frank Culp, manager of the Tabor, has booked two more stage shows in addition to the one that is current.

Ed True has been discharged from the Army and is back on the chief of service job at the Mayan.

Harry Huffman, Denver city manager for Fox Intermountain Theatres, is busy signing stars and attractions for the second year of the Fox Concert series. The Denver auditorium is being used for these events and business has been on the sellout side for attractions the initial season.

Fred Fraser, who formerly operated at Fruita, Colo., has been doing a bit of pioneering in building a theatre at Artesia, Colo., and opening the town to films. Fred started the house under adverse conditions, what with labor and materials being hard to get, but the theatre, a 300-seat job named the Kiva, is ready to open Feb. 17 with a Universal film. Fred did the cooking for the crew of workmen, lived in a leanto, and hauled water three miles. The town has a population of about 100, living mostly in tents, leantos and trailers. The theatre is the biggest and finest looking building in the town.

The March of Dimes collections at the Kiva, Durango, Colo., was more than all the rest of the collections in the county, according to a report by Keith May, city manager.

Milt Hossfeld and Robt. Garland, film buyers for Fox Intermountain Theatres, went to Salt Lake City for a huddle with Hall Baetz, Montana district manager, Si Sanders and Shirl Thayne, bookers.

Murray McBride has been named manager

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EASTMAN Plus-X ...ALL-PURPOSE NEGATIVE FILM

NATURAL choice for general studio use, for composite projection background scenes, and for exteriors under poor lighting conditions . . . Eastman Plus-X Negative Film, one of the family of Eastman Films, favorites of the motion picture industry for more than fifty years.

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.
J. E. BRULATOUR, INC., Distributors
FORT LEE, CHICAGO, HOLLYWOOD

REGIONAL NEWSREEL

(*Continued from Page 26*)

of the Lyric and Rio theatres, Billings, Mont.

Press Woods, former head of the candy department of Fox Intermountain Theatres, has been discharged from service. Leon Corning has been made coordinator of the candy, popcorn and supply departments.

Martin Bohlmeyer has been discharged from the Navy and is back as doorman at the Alliance, Alliance, Neb.

Mrs. Saul G. Lee, Minneapolis, stopped over in Denver to visit her son, Cyril B. Lee, Popper Supply Co. Mrs. Lee was on her way to Phoenix, Ariz., to join her husband, a Minneapolis theatre owner.

Sam Milner, PRC Denver manager and A. G. Edwards, Salt Lake City exchange manager, are swapping jobs for a few weeks. While in Denver Edwards will continue as salesman.

HARTFORD-NEW HAVEN

Hartford theatremen gathered at a luncheon meeting at the Hartford Club last week with Francis S. Murphy, publisher of the Hartford *Times,* to prepare for participation in the Red Cross membership drive, which begins March 1. Among those attending were Lou Cohen, Loew's Poli; Henry Needles, Warner Brothers; James F. McCarthy, Warners' Strand; Frank Morin, Warners' Regal; Hugh J. Campbell, Central, West Hartford; A. M. Schumann, general manager of the Hartford Theatre Circuit; Dean R. Barrett, Rialto; George A. Smith, Lenox; Joseph A. Ruggiero, Lyric; Maurice W. Shulman, Rivoli and Webster; Ernest A. Grecula, Colonial; George E. Landers, E. M. Loew's Theatre; Norman C. Rolfe, Webb Playhouse; Walter B. Lloyd, Allyn; Fred R. Greenway, Loew Poli Palace; and M. A. Harris, State.

Harry Shaw and Lou Brown of the Loew-Poli New England Theatres, along with Harry Rosenblatt, branch manager of MGM, and Ben Simons, branch manager of 20th-Century Fox, trained to Boston from New Haven to attend the Variety Club's testimonial dinner to Steve Broidy, president of Monogram Pictures. From Hartford, George Landers of E. M. Loew's Theatre, and Mickey Daley of Daley's made same jaunt.

Floyd Fitzsimmons, exploitation representative of MGM out of Albany, in New Haven covering theatres on new MGM hits.

Mollie Rosenthal, wife of Morris Rosenthal, manager of Loew Poli Theatre, New Haven, vacationing in Miami, as is Ann Carney, cashier of the Globe, Bridgeport.

Jack Sanson, manager of Warners' State in Manchester, proved himself ace auctioneer on last day of March O' Dimes campaign, talking customers out of $6 for four pairs of nylons. (Don't ask us where he got them.) Fred R. Greenway of Loew Poli Palace, Hartford, pulling same stunt, netted $100.50 for 11 pairs.

Helen Elder, wife of Bill Elder, former manager of the Bijou, New Haven, and later manager of Loew's Ohio in Columbus, now in the Army and in Germany, has returned to New Haven while her husband is abroad and is back in her old job in division office of Loew Poli Theatres.

Tony Massella, former assistant at the Globe, Bridgeport, is out of the service and back at the Bijou, New Haven as assistant manager.

Charles Gaudino, former student-assistant of the Bijou, New Haven, out of the service and now at the College, New Haven breaking in.

Bob Bergen, former assistant at the Elm Street, Worcester, out of service and back at his old job.

Lou Cohen, genial manager of Hartford's Poli is strutting about like a pouter pigeon over the fact that he will soon be a granddad.

Arthur LaFond, after four years in service, is now assistant manager at the State, Manchester.

Charlie Niles, former theatre page editor of the Hartford *Times*, is out of uniform and back at his old desk on Prospect Street.

Sam Kestenbaum, ballyhooer from Columbia out of the New York office, is in Hartford for a couple of weeks building up interest in the forthcoming "Bandit of Sherwood Forest."

A la Carte Columbus Tent Style

Reuben's isn't the only institution, to name sandwiches after celebrities . . . the Columbus, Ohio, Variety Club's new Cook House, presided over by Leo Haenlein, veteran Barker and boss of Zoo Park, names its sandwiches after local showmen.

For instance. . .

There's the Leo Yassenoff designed sandwich—largest, juiciest, best filet mignon tenderloin ever built.

Or "Al Block chooses one that will electrify you . . . delicious and delectable . . . baked ham de luxe."

And "Floyd Gooding's Fun—a carnival of good eating . . . chopped sirloin steak."

To continue . . . "Harry Simons likes it even better than RKO. . . smoked tasty tender beef tongue from contented cattle . . . thrilling flavor."

There's more . . . "Bob Nelson Trick—there's magic in every bite . . . Liederkrantz cheese from Swiss goats that know how."

Or "Ben Almond Choo-Chooses a conducter's special trip of sliced tomato with sliced onion on crisp lettuce and salad dressing."

And we're told, for still another tidbit, that "Lou Holleb eats it—it's Majestic and tasty—much better than his show—Camembert cheese from Elsie herself."

And still another—"Art Robinson talks about this and you will broadcast it—fried ham with cheese or fried ham with egg."

These three conclude the mouth-watering Haenlein lineup:

"Jack Luft enjoys this Grand treat . . . every bite is a real delight—grilled crisp bacon with tomato, melted cheese and lettuce."

"Johnny Hardgrove taps and entertains you with a good showing of Philly cream cheese and jelly with crisp lettuce."

"Bill McKinnon broadcast a mouthful when he tells about black caviar on crisp lettuce with chopped onions."

Mine Host Haenlein declares that he'll have still more such sandwiches named for local showmen as soon as he can think up appropriate titles.

Since he has taken over management of Tent No. 2's dining room, the club has become a mecca for hungry members and guests. He has a new kitchen staff, has rearranged and relighted the dining room and instituted luncheon service as well as dinner and late snack business.

DETROIT

W. A. Kozeran, who had been assisting Alice Gorham in the advertising and publicity department of the United Detroit Theatres Corp., has been appointed manager of the Cinderella Theatre.

Forest Mountz, who was assistant manager at the Palms State Theatre, is now assistant manager at the Michigan Theatre.

Romance has grown into full bloom in the United Detroit Theatres' accounting department. On March 2, Harriett Peterson will become the bride of Kenny Simms. Kenny was honored at a bachelor's party at the home of Loyal Height, head of the purchasing department.

Jack Goldhar, eastern sales manager, was present for the meeting of United Artists. He was accompanied by Phil Dow, his assistant. The meeting was taken up with discussion of company policy and forthcoming pictures.

"Whistle Stop," playing at the Palms State, is equalling the record smashing box-office business of "Spellbound" at the same house. "Spellbound" played six weeks.

Sidney Cooper has been added to the Pittsburgh area by United Artists; Irving Shifman at Cleveland and Sid Bell, in the Army for 3 years, to the Cincinnati staff, while Sherman Germani was named Cleveland office manager.

Manager Norman Wheaton of the Telenews Theatre, is making plans for the fourth anniversary of the downtown house and will feature "Hitler Lives!" Wheaton is a proud father, with the arrival of a son, Terry Rex. The newcomer joins his parents and two sisters.

Harold Smiley, secretary of the Associated Theatres, is spending a two-month vacation in Florida.

George Bremen has been named manager of the Wyandotte Theatre, a position he formerly held.

Frank Hall is the new boss at the Majestic Theatre for Associated Theatres. He replaced Bob Whitman, who resigned to leave the entertainment field.

William Palmer has returned from three years overseas service with the Army and has been temporarily assigned to the Lakewood Theatre as assistant manager.

Dorothy Margulis, bookkeeper at Associated Theatres, has returned from a plane trip to visit relatives in St. Louis and Memphis.

Luther McConnell, manager of the Civic Theatre, Farmington, Mich., was host to a number of crippled children during the March of Dimes campaign.

George McCoy, Saginaw, Mich. salesman for Columbia, is on the sick list.

Bill Shirley, exploiteer for Columbia, will go to St. Louis and Indianapolis to help build "The Bandit of Sherwood Forest."

Al Dezel, manager of the Detroit-Cleveland-Cincinnati Film Classic Circuit, has been away from his office because of illness.

Marjorie Rice booker for Film Classics, was called to Chatham, Ontario, by the death of her mother

Arthur J. Trumbley has returned to MGM's office after 4 years in the Army. As yet, he hasn't been assigned to any definite position.

Detroit branch and district managers for MGM are attending the division meeting in Cleveland this week, being presided over by John Maloney.

Branch Manager John Howard announced an expansion of the Paramount sales force in Detroit and Michigan along with redecoration and remodeling of the branch office.

Thelma Miller of Paramount, has been ill for five weeks with pneumonia.

John Howard, Lloyd Henrich and H. E. Stuckey of Paramount, attended the division sales meeting in Chicago this week. They are planning to attend a similar meeting in Cleveland, Feb. 22-23.

REGIONAL NEWSREEL

WASHINGTON

Marty Bennett, national president of the Warner Club, joined more than 400 Warnerites in the Washington zone area at the Warner Club Jamboree on February 8 at the Wardman Park Hotel. Arranged by Fred MacMillan, president of the local Warner Club, it marked the first social get-together in four years. Sid Hoffman, recently of the Navy and now manager at the Kennedy Theatre, has taken on the duties of vice-president in charge of entertainment of the Warner Club in the Washington zone area.

The Variety Club, Tent No. 11, went all out for St. Valentine's Day. Calling their special luncheon "Salute to Sweethearts," Lichtman Theatres, sponsors of the luncheon, provided just what the ladies would like—a fashion show with all the new spring fashions—plus a famous fashion commentator, MGM's Adelaide Hawley. Entertainment, celebrities and favors made the luncheon a memorable one.

Bob Folliard, RKO District Manager, was a recent visitor at the local exchange.

Sam Galanty, Columbia mideast division manager, and Mrs. Galanty, are spending a few weeks in Florida.

Dorothy Kolinsky, formerly in Warner's publicity department, was given a lovely send-off before starting her new job as secretary to the Variety Club. Among other things, she was guest of honor at a luncheon; received a beautiful corsage, and was presented with a fountain pen.

Ervin G. Reid, Charles Houchin, Lawrence E. Snoots and Don F. Nichols, all take anniversary bows this month in celebration of 64 years of combined service with Warners. Reid, projectionist at the Tivoli Theatre, leads with 18 years; Houchin, electrician in the Earle Building, is credited with 17 years; Lawrence E. Snoots, manager of the Sheridan, 15 years; and Nichols, manager of the Arcade and Strand Theaters, Waynesboro, chalks up 14 years.

New employe at RKO is stenographer Leona Gasscer.

William C. Land, manager of the Silver Theatre, was honored in a three column ad in the *Evening Star* by the merchants of Silver Springs, Md. The "affable Mr. Land" as his picture was captioned in the ad, received the acclaim of local merchants for his work in making the theatre one of the outstanding civic projects in Silver Spring.

J. B. Brecheen, RKO branch manager, visited accounts in Baltimore, and Doug Beck, exploiteer, journeyed to Lynchburg, Roanoke and Martinsville.

PHILADELPHIA

A strike of the employes of the Philadelphia Transportation Co. stopped every trolley, bus, elevator and subway line, causing the greatest traffic jam in the history of Philadelphia. With no transportation facilities except those afforded by private automobiles and the city's pitifully inadequate 1000 cabs for the city's two million riders, people were getting to work the best way they knew how; but as for getting to theatres, that was another story altogether. Most theatre-men figured that the neighborhood houses would benefit at the expense of the downtown theatres.

Morris Fox of 20th Century-Fox and his wife celebrated their golden wedding anniversary last Sunday. Fox has been with the exchange for the past 33 years. The couple were married in Philadelphia and have eight children and six grandchildren. They celebrated the occasion by having another ceremony performed at a family party.

Happiest man on Vine St. this week was Columbia's division manager, Harry Weiner, whose son, Herbert, a lieutenant in the Army, was home after nearly four years' service.

Columbia's City Salesman Dave Korson became a father-in-law for the first time last Sunday, when his daughter, Ruth Sylvia, married Eli Gardner at the Beth Israel Synagogue. Dave has another daughter and two sons.

Stanley Kosistsky, Columbia salesman, who has been ill for months, returned to work this past week. He takes over the Scranton-Wilkes Barre territory formerly covered by Sam Milberg. Milberg has been transferred to the Detroit exchange.

Eale Sweigert, Paramount division manager, has been named chairman of the Motion Picture Associates Dinner to be held in the Spring, to honor local members of the film industry who were in the armed forces.

Nance Sice, stenographer in the Columbia exchange, left last week to marry Robert Currey, not of the industry.

David Polland, United Artists exploiteer, was in town working on ""Spellbound."

Tom Handsiz, just out of the Navy, is assistant at the Earle Theatre during the week, and manager of the Cadet Theatre over the week-end. The latter house is open only on the week-ends.

Maurice Goldberg, former manager of the Harrowgate Theatre, received his discharge from the Army.

"Pop" Graver, manager of the Grove Theatre, Willow Grove, reported that robbers had broken into his theatre and taken $1500. The thieves also took the March of Dimes collection which was still in the house.

Frank L. McNamee, prominent theatreman and top-ranking government executive during the war, celebrated a birthday last week at a special dinner.

Bill Humphries, retiring president of Motion Picture Associates, Sam Diamond, 20th Century-Fox sales manager, and C. E. Peppiatt, 20th Century-Fox district manager, will be honored at a dinner sponsored by the MPA at the Bellevue Stratford Hotel on March 4. Albert M. Cohen, attorney, and Joseph Engel, Republic exchange manager, are co-chairmen for the affair.

Danuek Derrig has taken over the Aurora Theatre.

$195 was taken from the safe of the Grange Theatre last week by burglars, who police believe remained in the theatre after it had closed.

Ely Epstein, RKO's salesman, was in Mt. Sinai Hospital for an operation.

BRIDGEPORT

Some managers complain that the local strike situation, which has a majority of the big manufacturing plants, including the huge General Electric factory tied up, complain that their box-office grosses have been substantially cut. Others say that business is about normal. Principal complaint comes from neighborhood houses, with the big downtown theatres still having lines at the box-offices.

Helen Freundheim, veteran cashier at the Strand, who has not missed a day through illness in the 12 years she has been passing out tickets to the cash customers, had her perfect record broken last week when cold germs, without so much as a free pass, slipped into the cashier's booth. Helen was on the sick list four days.

Tony Tragianese, apprentice projectionist at the American and Strand before joining the Navy, was home last week on a brief furlough.

Agnes Liscinsky is celebrating her sixth year as cashier at the American. Manager Michael J. Carroll says that her charm and efficiency have been a big asset to the theatre.

Bernard Erlich has doffed his Army uniform and expects to be back at work shortly at his old job as scenic artist at Loew's Poli.

Jack Sidney, former assistant manager at Loew's Poli when he worked in Bridgeport, stopped in last week to see his old boss, Manager Matt L. Saunders of that theatre. Jack will return to managing Loew's Valencia in Baltimore before the end of the month.

Louis Levy, projectionist at the Warner, is back in the booth after enjoying a vacation.

Christopher E. Kiernan, Sr., is new chief of service at Loew's Poli. Chris started as doorman, but displayed such a knack in handling people that Manager Saunders stepped him up to his present capacity. Now he has charge of the theatre's personnel, arranging working schedules and generally overseeing the duties of doormen and ushers.

CINCINNATI

The local committee of Greater Cincinnati Independent Theatre Owners met with a committee of the operators' union and started negotiations last Friday for the 1946 scale.

Jim Keefe of 20th Century-Fox, was in New York last week end, where he was a guest at the Baseball Writers' dinner at the Waldorf-Astoria. Monday he visited the home office for conferences. J. J. Grady, 20th-Fox district manager in Cincinnati, was at Indianapolis Tuesday and Wednesday conferring with George Landis, Indianapolis branch manager.

Charles Palmer, Columbia salesman, lost his father last week at Covington, Ky.

Florence Beck, Paramount cashier, reported that her fiance has returned from Japan. They plan to be married February 23.

Louise Vinson, Columbia biller, is still in the hospital recuperating from pneumonia. She was admitted December 31.

Mrs. Ethel Clemons of the Black Diamond Theatres, Montgomery, W. Va., was a recent visitor at Universal.

Irvin Sochin, 20th-Fox sales manager, has been moved to Indianapolis to take the same position there. The Variety Club will give him a farewell dinner on Washington's Birthday.

Charles Weigel, prominent Cincinnati attorney and pioneer theatre owner in Cincinnati who died last week, was the father of C. J. Weigel, MGM salesman.

Larry Brown, MGM salesman, was operated on at a Huntington, W. Va., hospital last week.

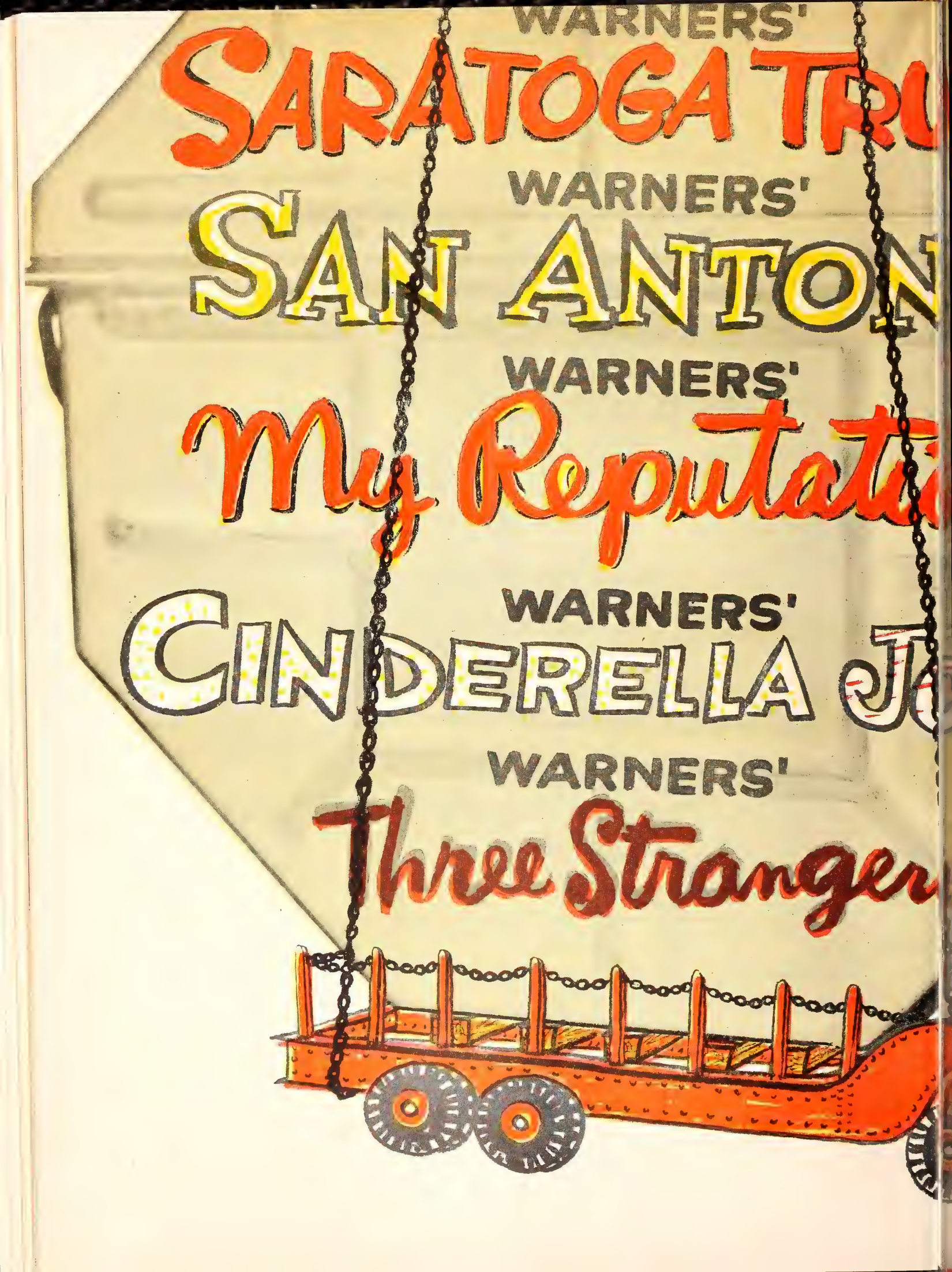
Visitors at the MGM office last week included C. A. Metro, Portsmouth; John Hewitt, W. Union, and C. F. Pfister, Troy, Ohio. Charles Long has returned to the MGM shipping department after three years in the Army.

CLEVELAND

The Metropolitan, subject to more changes of policy than any other theatre in Cleveland, re-opened last Thursday with the stage production of "Maid in the Ozarks," credited with having concluded a 62-week run in Chicago. The Metropolitan, which has been dark for a major part of a year, has played straight pictures, dramatic stock, vaudfilm and has intermittently presented boxing matches. All seats are reserved and the admission scale ranges from $1.23 to $3.08. Matinees are held Saturday and Sunday in addition to evening performances nightly.

Movie stars in the flesh will adorn the Hanna Theatre stage the week of Feb. 18, when Kay Francis will appear as the star in "Windy City" under the aegis of Ruth Chatterton. The case also includes Patsy Ruth Miller and Roger Pryor, both well known by film fans.

Major Mike Cullen, Loew theatre division manager, announced the appointment of Walter Kessler as Cleveland relief manager and Frank Hensen has been transferred from Canton to Akron as Loew manager. Harry Klotz takes over the Canton house.


WARNERS'
SARATOGA TRU
WARNERS'
SAN ANTON
WARNERS'
My Reputati
WARNERS'
CINDERELLA JO
WARNERS'
Three Stranger



Jack L. Warner, *Executive Producer*

BOX-OFFICE SLANTS

Tarzan and the Leopard Woman

(*Continued from Page* 8)

cies in the story of the attacks and upon investigating discovers that the so-called leopards are men dressed in leopard skins and using iron claws on their victims. They have attacked to keep the white men from invading their territory. Tarzan's knowledge of the jungle enables him to clean up the danger.

Comment: This is modestly produced and is almost about on a par with previous Tarzan exploits but for the fact that the legendary jungle man's adventurous accomplishments have been drawn a little thin—and so is this story. Taking for granted, however, that the whole thing is just fantastic imagination, it can be enjoyed by the very young and viewed with tolerant amusement by the elders. Johnny Weismuller, Brenda Joyce and Johnny Sheffield do well enough but Acquanetta, sultry beauty though she is, should at least be coached in the rudiments of acting before being presented even as a queen of the leopard men, although certain of her charms evidently can be shown to good advantage as this character. As a whole, the film accomplishes its purpose—to entertain the youngsters. It is probable, however, that Mr. Lesser will have to require just a little bit more of possibility from his script writers in the future, because even the kids today can take only so much. Suitable for any double bill situation.

Rogue's Progress

(Reviewed in London)

Universal **Drama** **110 mins.**

AUDIENCE SLANT: (Adult) Intriguing and original adventures of an unscrupulous playboy, played against colorful and varied backgrounds.

BOX-OFFICE SLANT: Better than average British offering for adult audiences, enhanced by an attractive performance from Rex Harrison.

Cast: Rex Harrison, Lilli Palmer, Griffith Jones, Margaret Johnson, Guy Middleton, Godfrey Tearle, Marie Lohr, Jean Kent and others. **Credits:** Written, conceived, produced and directed by Sidney Gilliat and Frank Launder. An individual production made at the Gainsborough Studios, London.

Plot: Harrison, unscruplous playboy son of an MP, is expelled from Oxford and because of his way of life keeps no job. After being cited in his best friend's divorce, he takes up motor racing and is in Vienna at the time of the Anschluss. Penniless and in debt, he sells himself in a loveless marriage with Lilli, an Austrian Jewess, to give her British nationality. She grows to love this likable rogue and attempts suicide when she sees him flirting with Margaret, his father's secretary who realizes his weaknesses and pities him. After a heavy drinking bout, he kills his father in a car crash. Shaken by this, he makes a genuine but unsuccessful effort to regenerate himself with Margaret's aid. He leaves her and becomes an equally carefree tank commander who meets his death in an enemy mine-field.

Comment: In their first independent production, Sidney Gilliant and Frank Launder have concentrated on making a really adult film and have pulled no punches. They have conceived an original and intriguing screenplay and though they might have verged on the sensational with this story of the enemy side, there is nothing cheap. They do not attempt a happy ending by whitewashing the scoundrel. Other than suggesting that he was a brave soldier, there are no heroics about his death. Like most British films, this could do with a little tightening up, for the producers have packed into it an incredible amount of incident and the colorful and ever-changing backgrounds include Oxford University, London, Vienna, South America and Cornwall. Rex Harrison, who is now playing the leading role in 20th-Fox's forthcoming "Anna and the King of Siam," is obvious star material. He is outstanding as the rogue who women will secretly admire and men will inwardly feel they could have equaled had they been the type. Rarely if ever has the ne'er-do-well been more brutally portrayed. The acting is excellent and Margaret Johnson, a West End stage actress, is an attractive newcomer who should go far. This is a better than average British offering, and with Harrison as an up-and-coming star should be a useful booking.

Deadline At Dawn

RKO Radio **Mystery** **83 mins.**

AUDIENCE SLANT: (Family) Good entertainment for most audiences, but especially for the more sophisticated. Children may find it too slow-moving and too thought-provoking for thorough enjoyment.

BOX-OFFICE SLANT: Needs intensive exploitation to obtain initial draw. Word of mouth should be favorable resulting in good prospects for later runs. Not strong enough to stand alone in the average situation.

Cast: Susan Hayward, Paul Lukas, Bill Williams, Joseph Calleia, Osa Massen, Lola Lane, Jerome Cowan, Marvin Miller, Roman Bohnen, Steven Geray, Joe Sawyer, Constance Worth, Joseph Crehan. **Credits:** Produced by Adrian Scott. Directed by Harold Clurman. Screenplay by Clifford Odets, based on a novel by William Irish. Photography, Nicholas Musuraca.

Plot: Bill Williams, naive young sailor on leave, sobers up to find himself the possessor of a large sum of money and a blank hour in his mind. Returning to the home of disreputable Lola Lane, the last place he can remember, he finds her strangled. Trying to orient himself he meets Susan Hayward, taxi dancer, and Paul Lukas, cab driver, who try to clear him before his deadline at dawn when he must return to his ship. Complications develop when evidence points toward several different characters, but Williams is cleared just before his deadline and he leaves with Susan for the town where his ship is berthed.

Comment: Production, direction, screenplay and excellent performances have been combined to concoct one of the better whodun-its. However, the picture has moments of fanciful situations that lack complete plausibility, marring in slight degree what might have been a superb picture. While Bill Williams' young sailor might conceivably be as dumb as he is portrayed here, and while Miss Hayward's part calls for her to be a hard-boiled, worldy-wise young lady, it just doesn't seem possible that these two would go into the kitchen of the apartment of a recently murdered woman in search for food and drink while the woman's body, not yet cold, lies sprawled on the living room floor. While minor faults such as this are permitted to creep in and intrude on the otherwise exciting mystery, the picture as a whole is top entertainment, sparked by Mr. Odets' inspired dialogue and the performances of Williams, Miss Hayward and particularly of Paul Lukas. Excellent bits in support are contributed by Joseph Calleia, Marvin Miller and Joseph Crehan. RKO has prepared an extensive press book, slanted along the lines it is believed will get the most out of this film. By following the lines set down in the press book and intensively attending to details the picture can be made into a better than average box office attraction, particularly in later runs when favorable word of mouth has had a chance to circulate. It is not strong enough, however, to stand alone in most situations.

Hit The Hay

Columbia **Operatic Musical** **62 mins.**

AUDIENCE SLANT: Judy Canova goes operatic in a story all about rescuing a failing opera company.

BOX-OFFICE SLANT: Canova fans are legion, but they'll surely be in for a disappointment in this latest offering.

Cast: Judy Canova, Ross Hunter, Fortunio Bonanova, Doris Merrick, Gloria Holden, Grady Sutton, Louis Mason. **Credits:** Produced by Ted Richmond. Directed by Del Lord. Photography, James Van Trees.

Plot: When the civic opera company has financial difficulties which threaten to close its doors, the operators luckily discover a farm girl who can sing a mean aria. However, she can't act, and their project appears to be doomed. The girl, though a simple country lass, gets them to modernize opera and she appears in performances as herself, injecting humor and satire. It is a big success.

Comment: This is not a smart vehicle for hill-billy star Judy Canova. She doesn't quite succeed as a farm girl gone operatic, and a lot of Canova fans probably will voice their disapproval. The plot is too far-fetched, being too much of a strain upon even the most vivid imagination. Ross Hunter does okay as the young impresario who tries to retrieve the opera company's failing fortunes, and Doris Merrick screens well; however, the lines given the cast and the situations are so mediocre that the film must be relegated to the niche of efforts that didn't quite make it.

Live Wires

Mono. **Drama** **65 mins.**

AUDIENCE SLANT: (Family) A new series with Leo Gorcey, Huntz Hall and the others, henceforth to be known as "The Bowery Boys." It's just what the fans want and will enjoy.

BOX-OFFICE SLANT: A good beginning for the new series. Should do business wherever The Kids have a following.

Cast: Leo Gorcey, Huntz Hall, Bobby Jordan, Billy Benedict, William Frambes, Pamela Blake, Mike Mazurki, Claudia Drake, John Eldredge, Robert E. Keane, Patti Brill, Nancy Brinckman, Bill Christy, Earle Hodgins. **Credits:** Produced by Lindsley Parsons and Jan Grippo. Directed by Phil Karlson. Screenplay by Tim Ryan and Josef Mischel. Original story by Jeb Schary. Director of Photography, William Sickner.

Plot: The Bowery Boys undertake an assignment to serve summons on two gangsters whom the police are unable to apprehend. One of the boys poses as the henchman of an out-of-town killer, and gets into the crooks' hideout. There the situation gets desperate when the out-of-towner shows up to expose him, but his friends and the police rescue him and arrest the gangsters.

Comment: This latest Monogram series with Leo Gorcey, Huntz Hall, Bobby Jordan and Billy Benedict, henceforth to be known as "The Bowery Boys," is being produced by Lindsley Parsons and Jan Grippo. And they've done a good job with the first one "Live Wires," for not only does it contain all the by-play and antics that the fans enjoy, but the dialogue has more sparkle and grown-up appeal, which gives the picture more than the average amount of entertainment. Where the boys have a following and their pictures have done business before, this one will more than satisfy, not only their fans but many others. Gorcey and Hall carry most of the picture in their inimitable way, while Mike Mazurki as a ganster and Pamela Blake, Claudia Drake, Patti Brill and Nancy Brinckman help the funning along. Phil Karlson's direction gets the most out of the screwy situations, without letting the boys run wild.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055



THE 'CHAMP' IN HOLLYWOOD. Joe Louis, who will defend his heavyweight title next summer is devoting his talents to a role in a Monogram picture, "Joe Palooka" at the present time. The "champ" is seen above on the set at Monogram's studio. Left to right are, Johnny Indrisano, Hal E. Chester, producer; Louis; Tom Harmon former all-American football star and star of heroic exploits as a flying ace for the army in the late war, whose wife, Elyse Knox, plays the feminine lead in "Joe Palooka."

Keyes in Lead of Wellman Production for Columbia

Evelyn Keyes was awarded her fourth big lead in a row by Columbia last week when she was set for the top feminine role opposite Glenn Ford in "The Great Highway." William A. Wellman will produce and direct. The actress' last three parts were feminine leads in a trio of Technicolor productions—"A Thousand and One Nights," "Renegades" and "The Story of Jolson."

Wallis Signs Eddie Albert

Eddie Albert, who before doing his three-year span in the Navy was associated with juvenile-type roles—as in "Brother Rat"—last week signed a five-year contract with Hal Wallis, Paramount producer, which calls for one picture a year and a non-exclusive clause. His first film for Paramount will be "The Beggars Are Coming to Town."

Vernon in RKO's 'Woman'

Glenn Vernon will play a young Coast Guardsman in RKO Radio's "Desirable Woman." Cast of this picture is headed by Joan Bennett, Robert Ryan and Charles Bickford.

Dr. Singh Aids on 'Sinbad'

Dr. Paul Singh, oriental savant, is to serve as technical advisor on "Sinbad the Sailor," RKO Radio's Technicolor special. This is the starring vehicle for Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak. Dr. Singh is a well-known lecturer and writer on India and the Middle East.

New Romantic Team

Glenn Vernon and Joan Newton carry the romance in RKO Radio's new farce-comedy, "Riverboat Rhythm," which stars Leon Errol. The two youngsters appeared in the Broadway hit, "Junior Miss."

CHECK-UP ON PRODUCT IN WORK

UNITED ARTISTS Behind Last Year's Shooting Tempo; Three Pictures Before the Cameras This Week; United Artists has ambitious plans for the future, but at present only three films are in production as compared to this week last year when six were being readied. "The Strange Woman," Hedy LaMarr starrer being produced by Hunt Stromberg; Charles R. Rogers' "Angel On My Shoulder," starring Paul Muni, Anne Baxter and Claude Rains; and "Mr. Ace and the Queen," Benedict Bogeaus production featuring George Raft and Sylvia Sidney are all rolling now.

Samuel Goldwyn is scheduled to start shooting next week on "Glory For Me," MacKinley Kantor novel adapted to the screen by Robert Sherwood. The stellar cast includes Frederic March, Myrna Loy, Teresa Wright, Dana Andrews and Cathy O'Donnell. Williams Wyler directs.

"A Scandal in Paris," Arnold Pressburger production starring George Sanders, Signe Hasso and Carole Landis, is being rushed to completion this month. Plans call for a world premiere on the island of Guam on March 10 before the entire Navy complement there. Special guest of honor will be Seaman First Class Gene Bottome, who will get his first glimpse at his three-year-old son, Michael, who appears briefly in the film. At this writing, scoring and editing chores are being wound up.

Comet Productions, to be co-produced by Buddy Rogers and Ralph Cohn, are casting now for their initial picture, "Little Iodine," to roll next month. Idea now is to build up a good stock company from relative unknowns.

Seymour Nebenzal's production crew leaves shortly for Florida and Havana to shoot background scenes for "The Chase."

Ben Hecht finished his script for "Dishonored Lady," to follow "Strange Woman." Edgar Ulmer has been signed to direct and Jack Chertok will produce. "Strange Woman" should finish in about a month.

Selznick's "Duel in the Sun" is having prologue bits added. The film has had a well sustained advertising campaign heralding its release.

RKO RADIO Maintains Shooting Record of Previous Year; Studio Sees Change in Leadership Because of Untimely Death of Charles Koerner—At a corresponding time last year, this studio had the highest number of pictures in production in Hollywood. At present, RKO is again high among studios in actual shooting performance. Five films are rolling at the studio proper, while Disney is finishing "Make Mine Music," to be released through RKO; and International is rolling "The Dark Mirror," for which no distributor has been officially announced, but which may come out through RKO.

"Make Mine Music," which will probably be finished at the end of February, is a part animation-part human feature, including such stars as Dinah Shore, Benny Goodman, The King's Men, Pied Pipers, Andy Russell, Jerry Colonna, Nelson Eddy, Lichine and Riabouchinswa and Spade Cooley and his orchestra. Disney plans to re-release "Fantasia" in April.

"Sinbad the Sailor" starts next week. Jane Greer has been added to the cast, which includes Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak.

Twelve-year-old Lanny Reese is now in the cast of "A Likely Story," most recent starter at the studio. Young Lanny has just been signed to a seven-year contract. In addition to this picture, others rolling are "Sister Kenny," "Crack Up," "Desirable Woman," and "Double Trouble."

Liberty Films, the latest independent added to the RKO roster, announced its first long-term player contract was given to David McKay, Broadway stage recruit. He will play James Stewart's brother in "It's A Wonderful Life." Frank Capra produces.

UNIVERSAL Slightly Behind in Production; Starting Dates Uncertain for Several Pictures—This organization was a bit more advanced in shooting last year, but the general trend today in all studios is a reduction in output. Most ambitious undertaking now is "Shahrazad," which has been rolling for six weeks. In Technicolor, this film stars Yvonne DeCarlo, Brian Donlevy, Jean Pierre Aumont and Eve Arden. "Love Takes a Holiday," with Joan Davis, Jack Oakie and Mischa Auer, starts its sixth week. "Dressed to Kill," formerly called "Design for Death," is being edited; and "Lost City of the Jungle," a serial, is also completed and is now in the editing phase.

Uncertain starting dates for several films make the immediate future indefinite, but it is more than likely that "Three Kids and a Queen," Marshal Grant production, will go before the cameras next week; Erle Kenton will direct. "Lessons in Love" may roll before the end of the month, also.

COLUMBIA Starts New Picture; Production Eases Off—"One Life Too Many" went before the lensmen last week, with John Sturges handling the directorial reins. Forrest Tucker stars, and Leslie Brooks takes care of the feminine lead. Production as a whole is lagging.

"The Story of Jolson" is receiving final production numbers, and will be moving into its 14th week of shooting. "The Devil's Mask" is rolling now, featuring Anita Louise in an adaptation of the radio program, "I Love A Mystery." "Hop Harrigan" serial finishes, following shooting of airplane hangar sets.

Actors are being tested by Director Alexander Hall for the male lead opposite Rita Hayworth in the forthcoming musical, "Down to Earth." Marc Platt is already set as the dancing lead, with Adele Jergens, Edward Everett Horton and Jimmy Gleason in supporting roles. The picture is scheduled for a March start.

Michel Kraike will produce "The Wreck of the Hesperus," from the famous Longfellow poem. Ted Richmond will produce a film adaptation of the play, "Becky Sharp"; Bennie F. Zeidman will supervise.

Allen Rivkin and Melvin Levy collaborate on the screenplay for "Rendezvous in Rio," extra-budget special starring Ann Miller. Latest additions to the cast are Veloz and Yolanda.

TWENTIETH CENTURY-FOX Remains at Top in Production; "Forever Am-

(Continued on Page 34)

HOLLYWOOD



RETURNING VET. William Holden (center), recently discharged from the service visits with Barbara Stanwyck and Director Lewis Milestone on the set of "The Strange Love of Martha Ivers," at Paramount.

(*Continued from Page 33*)

ber" and "Razor's Edge" Big Specials in Offing—This studio is still hitting on all fours when it comes to actual shooting. Just look at this setup: "Three Little Girls in Blue," "The Shocking Miss Pilgrim," "Anna and the King of Siam," "Cluny Brown," "It Shouldn't Happen to a Dog," and "Margie" are all rolling. In addition, "The Dark Corner" is being edited, having recently finished its stint before the cameras.

Most recent starter is "Margie." This film features Jeanne Crain, Alan Young, Glenn Langan, Lynn Bari and Hattie McDaniel. Very likely to finish shortly are "Three Little Girls in Blue," "Pilgrim" and "Anna and the King of Siam," all of which have been rolling over 11 weeks.

Somerset Maugham's "The Razor's Edge" is fast rounding into shape and can be expected to roll soon under the personal supervision of Darryl Zanuck.

REPUBLIC Gets Back on Its Production Feet; Yates Keeps Studio Going—Following threats by Herbert Yates, Republic president, to close the studio because of labor difficulties, this lot returned to normal. This week finds five pictures before the cameras, compared to one last week, and four this time last year.

"The Invisible Informer," starring Linda Stirling, Bill Henry and Adele Mara, finished its second week. "The Inner Circle," is closing its first week. Just started are "Man from Rainbow Valley," with Monte Hale and Adrian Booth; "The Ghost Goes Wild," with James Ellison, Anne Gwynne and Ruth Donnelly; and the latest Roy Rogers starrer, "My Pal, Trigger."

Gene Autry will make his first for Republic next month following a recent court ruling maintaining that Autry must make 21 films for the studio before being released from his pre-Army commitment.

"Traffic in Crime" is the latest story buy, and will be produced by Don H. Brown. Early production is scheduled for this action melodrama. Alan Dwan will produce "Heaven for Jenny," original novel to be published shortly by Simon and Schuster.

WARNER BROS. Far Behind in Shooting; Huge Backlog of Unreleased Films. With the completion of "Escape Me Never" and "Two Guys from Milwaukee," this studio is shooting only two films. They are "Humoresque" and "The Sentence." This same period last year, WB had seven films rolling. However, the fact that Warner's have such a huge backlog of pictures still to be released must be remembered.

"Stallion Road," Ronald Reagan-Alexis Smith vehicle, is expected to start within the next two weeks.

"Life With Father" is another picture planned to start before the end of the month. Irene Dunne and Bill Powell co-star.

MONOGRAM Is Slowing Up on Production; Several Pictures Being Edited—"In High Gear," latest Bowery Boy production, is the only film before the cameras at this studio. "Code of the Drifter," Johnny Mack Brown Western, has been changed to "Under Arizona Skies," and is being readied for national release. Another picture getting a final editing check is "The Shadow's Shadow," second in that series.

King Brothers received a setback in plans for their forthcoming special, "The Hunted," to star Belita. The English skating champion was rushed to a hospital in New York with pneumonia, contracted on a flight from London.

METRO-GOLDWYN-MAYER Behind Last Year's Shooting; "Showoff" Gets Started Nine films were in production this time last year at MGM, but this week finds only three rolling, with one just finishing and starting its editing phase. "Fiesta," filmed in Mexico, is practically completed, and has been brought up for the beginning of editing.

"Till the Clouds Roll By" moves into its seventh week. "You Were There," Hepburn-Taylor starrer, just completed its first week before the cameras. Most recent starter is "The Showoff," Red Skelton's vehicle that will bring him back to the screen following his service in the Army.

A Technicolor camera crew is filming preliminary and background shots on Mackinac Island in the Great Lakes area for the forthcoming musical, "This Time for Keeps."

Dlai Genisd yb Syeidn

The above headline is to introduce the none too prosaic fact that Salvador Dali, the surrealist, has been signed by Walt Disney to assist in the production of "Destino," a new picture based on a Mexican love song. They say in whispers that Dali intends to bring the boy and girl together in surrealist style. What we want to know is which of them will be the watch and which the —er—.

STUDIO NEWS & PROGRAM NOTES

Return Teaming of Crosby-Fitzgerald Wins Applause; Autry Comeback to Boots and Saddles and Casting of Hutton in "Perils of Pauline" Also Headline Items

Arch Oboler was signed by MGM to a new term contract and assigned to direct one of his original stories, "I'll Tell My Husband." Oboler is the author of more than 400 widely used plays for broadcasting, also several popular books, including the "Oboler Omnibus."

Michael Duane and Mona Barrie were given top roles in Columbia's "The Devil's Mask," second film based on radio's thriller series, "I Love a Mystery."

Judy Clark has been signed for the feminine lead opposite star Leo Gorcey in "In High Gear," second in the Monogram Bowery Boys series.

"Perils of Pauline," based on the life and adventures of the famous serial queen, Pearl White, will be brought to the screen by Paramount with Betty Hutton in the title role. John Lund will be starred opposite Miss Hutton. Film will be produced in Technicolor with George Marshall directing.

Robert Mitchum draws his biggest opportunity to date in a co-starring role with Laraine Day and Brian Aherne in RKO's "What Nancy Wanted."

Bing Crosby and Barry Fitzgerald, sensational team of "Going My Way," will again be co-starred by Paramount in "Welcome Stranger," story about an elderly physician and a young doctor. Arthur Sheekman is writing the screenplay from an original by Frank Butler and Elliott Nugent has been assigned to direct.

Gene Autry has signed a new pact with Republic for a series of four pictures to be made between now and March, 1947. Pictures will be high budget musical-westerns and first has been assigned to Armand Shaefer to produce.

Dane Clark was given the romantic lead opposite Martha Vickers in Warners "A Very Rich Man." Sydney Greenstreet is set for the title role in the comedy which Fred de Cordova will direct.

Connie Marshall, of "Sentimental Journey" fame, is going into the Fox picture, "Home Sweet Homicide," which already has Peggy Ann Garner and Barbara Whiting in top roles.

Kathryn Card, former radio actress, was set for a key role in "You Were There," forthcoming MGM Katharine Hepburn-Robert Taylor starrer which will go before cameras soon with Vincente Minelli directing and Pandro S. Berman producing.

Caryl Coleman has checked in at Monogram to write a treatment on "Wife Wanted," Robert E. Callahan's novel exposing the marriage agency racket, to be produced by Jeffrey Bernerd with Kay Francis as star.

Ruth Donnelly gets one of the leads in the wacky modern comedy. "The Ghost Goes Wild," which Armand Schaefer will produce and George Blair direct for Republic. Randall Faye authored the screenplay for "The Ghost Goes Wild," which co-stars Anne Gwynne and James Ellison.

Conrad Janis, the youngster who played the lead in Columbia's "Snafu," has been signed by 20th-Fox for one of the top roles in "Margie," the Jeanne Crain-Alan Young-Glenn Langan-Lynn Bari Technicolor picture.

Beverly Simmons, the seven-year old newcomer who made her screen debut in Universal's "Frontier Gal," will have the top role, and Dorothy Morris and Fred Brady the romantic leads, in Universal's "Three Kids and a Queen."

E. Maurice (Buddy) Adler has been signed to a term contract as producer with MGM and his first picture under the new pact will be "Life With Wife," an original comedy written by Jack Rubin.

Vincent Sherman will step from behind the camera to play a brash newspaper reporter in "The Sentence," Ann Sheridan starrer which he is directing for Warners.

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Screenplay by Robert Rossen

20th CENTURY-FOX

HOLLYWOOD

Mrs. Showman Goes To Hollywood

Dear Mr. Exhibitor's Wire:

Today we're going to meet Francis Xavier Aloysius James Jeremiah Keenan Wynn, (just Keenan Wynn to you; honest to goodness, that's his real name) and Frank Morgan and Audrey Totter. All are working in the MGM picture, "But Not Goodbye."

Of all places, we're going to meet them in a barn, where today's scene takes place. This is one of the sequences in which Morgan and Wynn (his son), come back to earth to try and straighten out the love affair of Audrey and Richard Quine, and the messed-up family affairs Morgan left behind when he passed on.

We find Audrey in her dressing room attired in a blanket which reveals part of a petticoat on one side. And she tells us that her costume has been named a "Sarobe," probably because it is the next step to a little more clothes than a sarong.

This is the costume she wears in the next scene, for in the previous one she had to come through the rain from the house to the barn. She got so wet (they kept dousing her with water as they rehearsed the scene over and over again) that she was forced to change into the blanket, which the script also called for.

We learn all of this as we visit with her, but our visit ends abruptly when she is called out by the director. Then we amble over to call on Wynn, who looks very early Americanish in a formal morning suit with a cutaway coat, a high hat and a cane. Kidding immediately starts about his long name, and we find ourselves tremendously entertained by his explanation, before he too is called "on set."

This means the director, S. Sylvan Simon, is all ready to shoot, so we hasten to watch as Audrey and Quine take their places on a bale of hay and Wynn and Morgan stand in position right behind them.

Action starts with Audrey trying to make Quine declare his love for her, while the two invisible spirits hang over their shoulders practically putting words in Quine's mouth.

It turns out to be a very difficult, though funny, sequence and everyone is greatly amused, except perhaps the director, who calls for many rehearsals before he gets everything to click.

When he's satisfied, it's time for us to leave, so we bid adieu to Francis Xavier Aloysius James Jeremiah Keenan Wynn, Audrey, Quine, Morgan and the others, and go on our way.

Until next week.

Ann Lewis

Polonsky Option Lifted

Paramount has taken up its option on the contract of Abraham Polonsky, who is writing the screenplay of the Kenneth Macgowan production, "The Wayfarers." The film is being adapted from the Dan Wickenden novel, selected as the best of 1945 by the New York *Times*.

Richard Maibaum's Second

For his second production at Paramount Richard Maibaum has been assigned "The Captain Fled," an original story by Ben Hecht and Charles Lederer, a romance with Floridian and Cuban backgrounds.

Arline Judge Returns

Arline Judge returns to the screen after an absence of several years to portray the man-crazy in-law of Joan Fontaine in RKO Radio's romantic drama "From This Day Forward." It is her first return picture at this studio, which originally signed her from the New York stage and gave her the role in which she reached stardom in "Are These Our Children?"

Air Ace Signed While In Service Gets Role

The first authentic flying ace ever to embark on a film acting career, Robert De Haven, 24-year-old fighter pilot who flew 262 combat missions and downed 14 Jap planes, last week was cast by Columbia to play a top role in "The Great Highway." This is the picturization of the life of John J. Montgomery, first man to fly a heavier-than-air craft in controlled operation.

De Haven, who holds the Presidential Citation, Silver Star and other decorations, was signed to a long-term contract by Columbia while still in the service.

Paramount Will Launch a New Cartoon Technique in Sept.

A new cartoon technique combining animation with actual scenic backgrounds will be unveiled in a Paramount Noveltoon cartoon entitled "New York, New York," scheduled for September release, it was announced this week by Sam Buchwald, producer. The musical score will feature three songs under the direction of Winston Sharpless, with Seymour Kneitel in charge of direction.

54-54 for Alan Hale

Alan Hale, Warner Bros. contract player, last Monday celebrated his 54th birthday and the starting of his 54th role for Warners. He reported for a featured part in "A Very Rich Man," after completing work in "The Time, the Place and Girl," "Night and Day" and "Her Kind of Man."

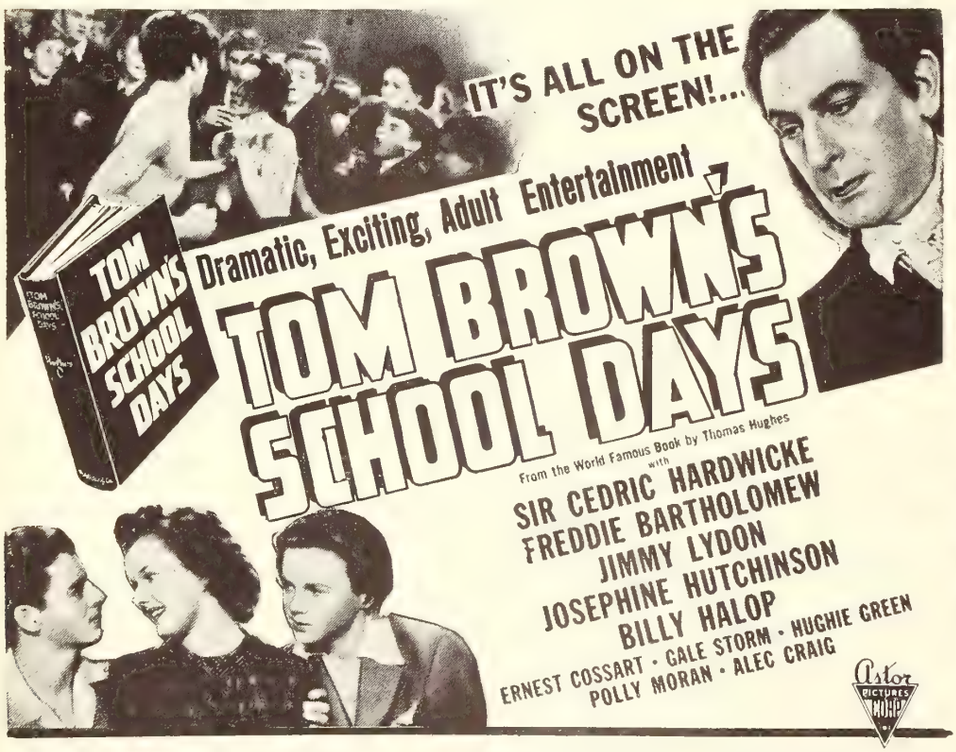
RKO Retains Warren

James Warren, RKO Radio's new western star recently seen in "Badman's Territory," has had his option exercised by his studio.

Tryon on 'Sinbad' Assignment

Glenn Tryon, veteran actor, writer and director, has checked in at RKO Radio Studios for a special assignment on Stephen Ames' Technicolor production of "Sinbad the Sailor."

SHOWMAN SAM SAYS: Did you ever notice that wrong people always demand sympathy and that right people always give it? This is apropos of seat slashers, thieves and other vermin.



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SHORT SUBJECT REVIEWS

The Scarlet Horseman *(Good)*

Universal Chapter Play (1781-1793) 20-25 mins.

The first two chapters of "The Scarlet Horseman" reveal action of a high degree, an exciting story and good characterizations, indicating that Universal has come up with a better class serial which should please the youngsters no end. The Scarlet Horseman is in reality a government agent who assumed the character to gain control over the Indians who have been convinced by renegade white men that they should abandon their peaceful ways and attack wagon trains. The renegade whites have discovered that the territory they wish the Indians to hold for them is rich in gold and other resources. The cast includes Paul Guilfoyle, Peter Cookson, Virginia Christine, Victoria Horne, Danny Morton, Fred Coby, Janet Shaw, Jack Ingram, Edward M. Howard, Ralph Lewis, Edmund Cobb, Cy Kendall. The original screenplay is by Joseph O'Donnell, Tom Gibson and Patricia Harper. Directed by Ray Taylor and Lewis D. Collins. Produced by Morgan B. Cox. Photography, Jerome Ash and George Robinson.

Trouble or Nothing *(Funny)*

RKO Radio (63,403) Edgar Kennedy 18 mins.

Kennedy gets himself into a financial jam by listening to his brother-in-law's system to beat the horse races. Trying to borrow enough money to pay off his losses he invites a banker to his house for dinner and the banker entrusts his valuable watch to Kennedy's care. The watch is dropped into an ice cream freezer and various parts appear during the dinner. Better than most of the Kennedy shorts.

Great Lakes *(Excellent)*

RKO Radio (63,103) This Is America 16 mins.

This is a comprehensive visual explanation of the Great Lakes and their invaluable use by America as the arteries of transportation which supply coal, iron, lumber and foodstuffs from the industrial middle west to all parts of the world. It shows the various locks, the sources of supply of raw materials, their transportation and the processing of these materials. Filmed with the cooperation of the U. S. Coast Guard which supervises and polices the waterways, "Great Lakes" is an intensely interesting short, dramatic, inspirational and rich in entertainment.

Popular Science No. 2 *(Interesting)*

Para. (J5-2) 10 mins.

This latest in the Popular Science series rings the bell for interesting items and pure entertainment. The opening sequence shows the electrically-heated blankets used for casualties during the war and soon to be available to civilians. Then comes potato harvesting with various contrivances that plant, pick and pack the potatoes. Finally, there is shown the Institutum Divi Thomae's invasion of the jungle to find the Indian cure for malaria, and their efforts to prepare the jungle roots scientifically for use by the modern world.

Unusual Occupations *(Interesting)*

Para. (L5-1) 10 mins.

The latest in the Jerry Fairbanks series is in keeping with its interesting slant on unusual people with unusual jobs. Sequences include: a hat designer who makes creations for milady out of matches, kitchenware and cigaretts; a novel birdhouse builder; horses pulling nets in the Columbia River to catch spawning salmon; a Hollywood studio employe building intricate, animated miniature western sets; and the concluding sequence showing a California hobbyist who owns an amazing collection of cars circa 1900, some of which he can still drive.

Naughty Nanette *(Entertaining)*

Para. (FF5-2) Musical Parade 20 mins.

Combining some very light foot-tapping music, with lyrics sung by popular Bob Graham and talented Dorothy Porter, this musical parade, all wrapped up in Technicolor, makes an extremely entertaining short. Story concerns two cute French sisters living in Canada who are both out to get the same Mountie. Nanette, the younger, doesn't seem to be doing too well until she puts on her mother's wedding dress and then gets her man. Scenes are colorful. The subject is good for any type of audience.

Apple Andy *(Good)*

Univ. Andy Panda Cartoon 7 Mins.

Andy Panda, walking down a Technicolor country lane, is tempted to steal an apple or two, and a conflict develops between the Devil and Andy's conscience. Andy helps himself to plenty of apples but they are green and the inevitable stomach ache results, sending him into a series of nightmares. The better self wins out in the end, however, sending the Devil to H—pardon, where he belongs.

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Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxeffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in perenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

	CURRENT 1944-45			Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6031	Boston Blackie Booked on Suspicion	C. Morris-L. Merrick	67	5/10/45	a3/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6010	Fighting Guardsman (D)F	W. Parker-A. Louise-J. Carter	84	5/24/45	b10/13/45
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader (M)F	Phil Harris-Leslie Brooks	70	9/13/45	b2/9/46
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	60	1/24/46	a11/24/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay	J. Canova-R. Hunter-L. Merrick	62	11/29/45	a10/6/45
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	64	2/14/46	a11/10/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	61	12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

	Bandit of Sherwood Forest (Tech.)	Cornel Wilde-Anita Louise	87	2/21/46	a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton		2/21/46	a11/10/45
	Boston Blackie's Private Ghost	Chester Morris-Jim Bannon			
	Devil's Mask	Anita Louise-Jim Bannon			
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	74	2/28/46	a11/17/45
	Gilda	Rita Hayworth-Glenn Ford			a1/26/46
	Just Before Dawn	Warner Baxter-Mona Barrie		3/7/46	
	Mysterious Intruder	Richard Dix-Barton MacLane			
	Night Editor	William Gargan-Janis Carter			
	Perilous Holiday	P. O'Brien-R. Warwick-E. Buchanan		3/21/46	a2/9/46
	Renegades (Tech.)	Evelyn Keyes-Willard Parker			
	So Dark the Night	Micheline Cheirel-Steven Geray		3/14/46	a1/26/46
	Story of Jolson (Tech.)	L. Parks-E. Keyes-W. Demarest			a2/9/46
	Talk About a Lady	Jinx Falkenburg-Joe Besser		3/28/46	
	That Texas Jamboree	Ken Curtis-Jeff Donnell			
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman			a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw	Charles Starrett-Tex Harding	59	1/31/46	
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
	Roaring Rangers	Charles Starrett-Smiley Burnette	55	2/14/46	
7203	Texas Panhandle (W)F	Charles Starrett-Tex Harding	55	12/20/45	b1/12/45

Westerns (Coming)

Galloping Thunder	Charles Starrett-Smiley Burnette		
Gunning for Vengeance	Charles Starrett-Smiley Burnette	3/21/46	
Heading West	Charles Starrett-Smiley Burnette		
Landrush	Charles Starrett-Smiley Burnette		
Phantom of the Desert	Charles Starrett-Smiley Burnette		
Terror Trail	Charles Starrett-Smiley Burnette		
Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	3/14/46	

MGM

Group No.	CURRENT 1944-45		Ins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/45
11	Clock, The (D)F	Judy Garland-Robert Walker	90	May	b3/24/45
11	Gentle Annie (W)F	James Craig-Donna Reed	80	May	b12/23/44
Sp.	National Velvet (D)F	Mickey Rooney-Elizabeth Taylor	125	Apr.	b12/9/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45
11	Without Love (CD)A	S. Tracy-K. Hepburn-L. Ball	111	May	b8/24/45

Current 1945-46

13	Abbott & Costello In Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45

COMING

Adventure (D)F	C. Gable-G. Garson-J. Blondell	125		b12/22/45
Army Brat	James Craig-Frances Gifford			a1/26/46
Bad Bascomb (W)F	Wallace Beery-Margaret O'Brien	110		b2/9/46
Black Sheep	James Craig-Skippy Homeier			
Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
But Not Goodbye	K. Wynn-F. Morgan			a2/9/46
Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
Faithful in My Fashion	Donna Reed-Tom Drake			a2/9/46
Fiesta (Tech.)	Esther Williams-John Carroll			a2/9/46
Green Years, The	C. Coburn-T. Drake-S. Royle			a1/26/46
Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/45
Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			a2/9/46
Hoodlum Saint (D)A	William Powell-Esther Williams	93		b2/9/46
Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			a2/9/46
Postman Always Rings Twice	Lana Turner-John Garfield			a9/29/45
Star From Heaven	Marshall-Thompson-Jim Davis			
Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			
Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
Time for Two	J. Hodiak-L. Ball-L. Nolan			a2/9/46
Two Sisters From Boston	Kathryn Grayson-June Allyson			a10/20/45
Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
You Were There	K. Hepburn-R. Taylor			
Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110		b1/12/46

MONOGRAM

Prod. No.	CURRENT 1944-45				
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
508	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	12/15/45	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
406	G.I. Honeymoon (C)A	Gale Storm-Peter Cookson	70	5/5/45	b3/3/45
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/2/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/15/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

COMING

	Charlie Chan at Alcatraz	S. Toler-B. Fong-M. Moreland			a1/26/46
528	Face of Marble (H)A	John Carradine-Claudia Drake	72		b1/26/46
507	Fear (My)A	Warren William-Anne Gwynne	68		b12/29/45
529	Gay Cavalier	Gilbert Roland-Martin Garalaga			
	In High Gear	Leo Gorcey-Huntz Hall			
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox			
514	Junior Prom	Freddie Stewart-June Preisser			
509	Live Wires	Leo Gorcey-Huntz Hall			a11/10/45
527	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61		b1/19/46
	Shadow's Shadow, The	Kane Richmond-Barbara Reed			
	Suspense	Belita-H. Valdez-A. Dekker			a12/29/45
	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74		b1/26/46

Westerns (Current 1944-45)

565	Border Bandits	J. M. Brown-R. Hatton	57	1/12/46	
452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
430	In Old New Mexico (M)F	D. Renaldo-M. Garralaga	63	5/26/45	b8/11/45
561	Lonesome Trail	J. Wakely-Lee White		12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White		2/16/46	
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

566	Haunted Mine, The	J. M. Brown-Raymond Hatton	2/23/46	
	Under Arizona Skies	J. M. Brown-Raymond Hatton		
	West of the Alamo	Jimmy Wakely-Lee "Lasses" White		

PARAMOUNT

Block No.			Mins.	Rel. Date	See Issue of
	CURRENT 1944-45				
5	Affairs of Susan (C)F	J. Fontaine-G. Brent-D. O'Keefe	109	5/25/45	b3/31/45
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
4	High Powered (D)F	Robert Lowery-Phyllis Brooks	61	5/18/45	b2/24/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
4	Salty O'Rourke (D)A	Alan Ladd-Gail Russell	99	5/4/45	b2/24/45
5	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/25/46	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45
	Current 1945-46				
1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Follow That Woman (My)	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45
8	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45
	COMING				
	Big Town	Philip Reed-Hillary Brooke			a2/9/46
4	Blue Dahlia (My)A	A. Ladd-V. Lake-W. Bendix	100		b2/2/46
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
	Bride Were Boots	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Cross My Heart	Betty Hutton-Sonny Tufts			a4/7/45
	Easy Some, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Hot Cargo	W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/10/45
3	Masquerade In Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/45	a4/7/45
3	Miss Susie Single's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	O.S.S.	A. Ladd-G. Fitzgerald-P. Knowles			
	Our Hearts Were Growing Up	B. Donlevy-G. Russel-D. Lynn			a4/28/45
	Perfect Marriage, The	L. Young-D. Niven-V. Field			
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			
	Strange Love	Stanwyck-L. Scott-Heflin			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer (D)A	Robert Lowery-Barbara Britton	64		b1/26/46
	To Each His Own	Olivia de Havilland-John Lund			a7/14/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.) (W)F	J. McCrea-B. Donlevy-S. Tufts	90		b1/26/46
4	Well Groomed Bride (C-D)F	R. Milland-O. deHavilland-S. Tufts	75		b2/2/46

PRC

	CURRENT 1944-45				
	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
	Arson Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45	b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	11/23/45	b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
	Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	6/15/45	b3/31/45
	Man Who Walked Alone (C)F	Kay Aldridge-Dave O'Brien	74	3/15/46	b2/17/45
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
	Phantom of 42nd Street (My)A	Dave O'Brien-Kay Aldridge	60	5/2/45	b5/12/45
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
	Strangler of the Swamp (H) A	R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/45	b11/11/44
	White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45	b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/46	b6/16/45
	COMING				
	Devil Bat's Daughter	Rosemary LaPlanche-John James			
	Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46	b1/19/46
1	Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
	Mask of Diijon (D)A	Eric von Stroheim-Jeanne Bates	70	3/7/46	b2/2/46
	Murder Is My Business	Hugh Beaumont-Cheryl Walker			
	Once and For All	N. Coleman-P. Reed-F. Cressart			a12/22/45
	Wife of Monto Cristo	John Loder-Lenore Aubert			a12/29/45
	Westerns (Current 1944-45)				
	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
	Enemy of the Law (W)F	Tex Ritter-Dave O'Brien	57	5/7/45	b11/17/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
	Navajo Kid	Bob Steele		11/21/45	a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
	Six Gun Man (W)F	Bob Steele	59	2/1/46	b1/26/46
	Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
	Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
	Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45	b9/22/45
	Westerns (Coming)				
	Ambush Trail (W)F	Bob Steele-Lorraine Miller	56	2/17/46	b2/2/46
	Caravan Trail (Color)	Eddie Dean-Emmett Lynn			
	Colorado Serenade	Eddie Dean-Mary Kenyon			
	Law Crusaders	Buster Crabbe-Al St. John			
	Man Without a Gun	Bob Steele-Ellen Hall			
	Romance of the West (Color)	Eddie Dean		3/20/46	
	Terrors on Horseback	Buster Crabbe-Al St. John			

RKO-RADIO

Block No.			Trade Shown		
	CURRENT 1944-45				
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
5	Brighton Strangler (D)A	John Loder-June Duprez	67	May	b5/5/45
Sp.	It's a Pleasure (Tech.) (DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45
	CURRENT 1945-46				
Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/15/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (DM)F	A. T. Neal-B. Hale-K. Luke	82	Sept.	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Tevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45

RKO-RADIO (Cont.)

Block No.			Trade Mins.	Shown	See Issue of
	Current 1945-46				
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/28/45
	COMING				
	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	A Likely Story	Bill Williams-Barbara Hale			
	Badman's Territory	R. Scott-A. Richards-L. Tierney			a2/9/46
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
	Dark Mirror	O. de Havilland-L. Ayres			
	Deadline at Dawn	S. Hayward-P. Lukas-O. Massen			a6/30/45
	Desirable Woman	Joan Bennett-Robert Ryan			
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Double Trouble	Jack Haley-Anne Jeffreys			
	Falcon's Alibi	Tom Conay-Rita Corday			
	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck	R. Young-B. Hale-F. Morgan			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b9/29/45
	Notorious	C. Grant-Ingrid Bergman			a2/9/46
	Riverboat Rrythm (C)F	Leon Errol-Joan Newton	65		b2/9/46
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step by Step	Lawrence Tierney-Anne Jeffreys			a2/9/46
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
	Tarzan and the Leopard Woman	J. Weismuller-B. Joyce			
	Till the End of Time	Dorothy McGuire-Guy Madison			a2/9/46
	Tomorrow Is Forever (D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			a2/9/46

REPUBLIC

Rel. Date			Prod. No.		
	CURRENT 1944-45				
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
415	Flame of Barbary Coast (D)F	J. Wayne-Ann Dvorak	91	5/28/45	b4/21/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/15/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
433	Phantom Speaks (D)A	Richard Arlen-Lynne Roberts	69	5/18/45	b4/21/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/20/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
416	Three's a Crowd (M)	Gertrude Michael-Charles Gordon	58	5/23/45	b6/9/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/15/45	b12/22/45
434	Vampire's Ghost (D)A	John Abbott-Peggy Stewart	59	5/21/45	b4/20/45
	Current 1945-46				
508	A Guy Could Change (D)F	Allan Lane-Jane Frazee	65	1/27/46	b1/26/46
503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45
	COMING				
	A Strange Impersonation	Brenda Marshall-William Gargan			a10/13/45
	Catman of Paris	Carl Esmont-Lenore Aubert			a11/24/45
	Crime of the Century	Stephanie Bachelor-Michael Browne			a12/1/45
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			a1/26/46
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Ghost Goes Wild	James Ellison—Ann Gwynne			
	Home on the Range	Monte Hale-Adrian Booth			a1/26/46
	Inner Circle	Warren Douglas-Veda Ann Borg			
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			a1/26/46
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			a1/26/46
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
510	Madonna's Secret, The	F. Lederer-A. Rutherford-G. Patrick.	79	2/16/46	a12/1/45
	Man From Rainbow Valley	Monte Hale-Adrian Booth			
	Murder in the Music Hall	Vera Hruba Ralston-W. Marshall			a12/28/45
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Spector of the Rose	Michael Chekhov-Judith Anderson			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45
	Westerns (Current 1944-45)				
456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6/2/45	b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45	b8/18/45
	Westerns (Current 1945-46)				
551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
565	California Gold Rush	Wild Bill Elliott-Bobby Blake	56	2/4/46	
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	64	12/13/45	b2/2/46
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
554	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	56	2/8/46	
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshall of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10 7 45	b11 17 45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue
564	Wagon Wheels Westward (W)F	Wild Bill Elliott-Bobby Blake	56	12 21/45	b1/19/46

REPUBLIC (Cont.)

Westerns (Coming)

		Rel. Mins.	Date	See Issue of
Alias Billy the Kid	Sunset Carson-Peggy Stewart			
Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			

Westerns (Coming)

El Paso Kid	Sunset Carson-Marie Harmon			
Invisible Informer	Linda Stirling-Bill Henry			
Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.							See Issue of
524	Billy Rose's Diamond Horseshoe (Tech.) (M)F	B. Grable-D. Haymes-P. Silvers	104	May			b4/14/45
525	Bullfighters (C)F	Laurel and Hardy	61	May			b4/1/4/45
523	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June			Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June			b6/9/45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July			b6/2/45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June			b5/26/45
528	Within These Walls (D)F	Thomas Mitchell-Mary Anderson	71	July			b6/9/45

Current 1945-46

601	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug			b6/23/45
611	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov.			b1/19/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb			b1/19/46
604	Captain Eddie (B)F	F. MacMurray-L. Bari	107	Sept			b6/23/45
605	Caribbean Mystery (My)F	J Dunn-Sheila Ryan	65	Sept			b7/12/45
610	Col. Effingham's Raid (CD)F	C. Coburn-J. Bennett-W. Eythe	70	Feb			b9/29/45
617	Doll Face (CM)F	C. Miranda-P. Como-V. Blaine	80	Jan.			b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov			b8/29/45
612	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec			b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct			b9/15/45
618	Jesse James	T. Power-H. Fonda-N. Kelly	106	Feb			Re-release
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug			b6/16/45
614	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan			b12/22/45
619	Return of Frank James	Henry Fonda-Gene Tierney	92	Feb			Re-release
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec			b10/13/45
615	Shock (D)F	Vincent Price-Lynn Bari	70	Feb			b1/19/46
607	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct			b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug			b6/2/45
602	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Coburn	154	Aug			b8/5/44

COMING

	Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell					a1/26/46
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117	Mar			b12/1/45
622	A Yank in London	Anna Neagle-Rex Harrison	110	Mar			
	Black Beauty	Mona Freeman-Richard Denning					
	Centennial Summer (Tech.)	Crain-Darnell-Bennett					a10/20/45
	Cluny Brown	Charles Boyer-Jennifer Jones					a1/26/46
	Dark Corner	Lucille Ball-William Bendix					a1/26/46
	Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James					a5/19/45
	Dragonwyck	G. Tierney-V. Price-W. Huston					a7/14/45
	It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn					
	Johnny Comes Flying Home	Martha Stewart-Richard Crane					a1/5/46
	Margie (Tech.)	Jeanne Crain-Alan Young					
	Rendezvous 24	William Gargan-Maria Palmer					
621	Sentimental Journey (D)F	M. O'Hara-J. Payne-W. Bendix	94	Mar			2/9/45
	Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes					a1/5/46
	Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives					a10/6/45
	Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis					a1/5/46
	Strange Triangle	Signe Hasso-John Shepard					a1/26/46
	Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne					a1/26/46
	Wake Up and Dream	John Payne-June Haver					a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46			b1/12/46
	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45			b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45			b9/22/45
	Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45			b4/28/45
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45			b8/4/45
	Colonel Blimp (CD)F	Anton Walbrook-Deborah Kerr	93	5/4/45			b3/24/45
	Diary of a Chambermaid (D)A	P. Goddard-B. Meredith	86	2/14/46			b2/2/46
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45			b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45			b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12(8(44			b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45			b7/28/45
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	2/15/46			b11/17/45
	Outlaw, The	Jane Russell-Walter Huston		2/8/46			
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45			b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45			b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45			b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45			b6/23/45

COMING

	Angel on My Shoulder	P. Muni-A. Baxter-C. Rains					a2/9/46
	A Night in Casablanca	Marx Bros.-Charles Drake					
	A Scandal in Paris	G. Sanders-S. Hasso-C. Landis					a12/22/45
	Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46			b1/19/46
	Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135				b12/22/45
	Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten					
	Fanny By Gaslight	James Mason-Phyllis Calvert					
	Henry the Fifth	L. Olivier-R. Asherson					
	Me and Mr. Satan	P. Muni-A. Baxter-C. Rains					
	Mr. Ace and the Queen	George Raft-Sylvia Sidney					
	Rebecca	L. Olivier-Joan Fontaine	130				Reissue
	Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin					a2/9/46
	Strange Woman, The	H. Lamarr-G. Saners-L. Hayward					
	This Happy Breed	Robert Newton-Celia Johnson					
	Whistle Stop (D)F	George Raft-Ava Gardner	85	3/1/46			b1/12/46
	Young Widow	Jane Russell-Louis Hayward					a2/9/46

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/20/45			b7/21/45
9042	Blonde Ransom	Virginia Grey-Donald Cook	68	6/15/45			a1/6/45
9097	East Side of Heaven	Bing Crosby	88	6/15/46			Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45			b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45			b6/16/45
9028	Honeymoon Ahead (DM)F	Allan Jones-Grace McDonald	59	5/11/45			b5/5/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45			b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45			Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45			b/16/45
9001	Lady of a Train	D .Durbin-R. Bellamy-D. Bruce	94	8/24/45			a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45			b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45			b7/14/45
9011	Patrick the Great (CM)F	Donald O'Connor-Peggy Ryan	89	5/4/45			b4/21/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6/22/45			b6/9/45
9016	See My Lawyer (C)F	Olsen and Johnson-A. Curtis	69	5/25/45			b2/10/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45			b8/11/45

UNIVERSAL (Cont.)

CURRENT 1944-45

Prod. No.							See Issue of
9033	Swing Out Sister (CM)F	Rod Cameron-Frances Raeburn	60	5/18/45			b5/5/45
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45			b5/10/45
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45			b6/23/45

Current 1945-46

516	Because of Him (CM)F	D. Durbin-C. Laughton-F. Tone	87	1/18/46			b1/12/46
509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/9/45			b11/3/45
510	Daltons Ride Again (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45			b11/17/45
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45			b12/8/45
515	Girl on the Spot (D-M)A	Jess Barker-Lois Collier	75	1/11/46			b1/5/46
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45			b12/8/45
518	Idea Girl (C)F	Jess Barker-Julie Bishop	60	2/8/46			b2/2/46
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45			b9/15/45
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45			b12/15/45
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45			b10/27/45
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45			b9/22/45
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45			b12/29/45
519	Seventh Veil (D)A	James Mason-Ann Todd	94	2/15/46			b11/10/45
501	Shady Lady (CM)F	S. Coburn-G. Simms-R. Paige	93	9/7/45			b9/8/45
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45			b10/6/45
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45			b10/20/45
517	Terror By Night (My)A	B. Rathbone-Nigel Bruce	60	2/1/46			b2/2/46
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45			b9/22/45
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45			b10/27/45

COMING

	Blonde Alibi	Tom Neal-Martha O'Driscoll					
	Brute Man	Rondo Hatton-Jane Adams					
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward					a10/6/45
	Cat Creeps	Lois Collier-Noah Beery, Jr.					a1/26/46
	Dead of Night	Michael Redgrove-Googie Withers					
	Dressed to Kill	Rathbone-N. Bruce-P. Morison					
	House of Horrors	Kent Taylor-Virginia Grey					
520	Little Giant	Abbott-Costello		2/22/46			
	Love Takes a Holiday	Joan Davis-Jack Oakie					
	Madonna of the Seven Moons (D)A	P. Roc-P. Calvert-S. Granger	89				b1/26/46
521	Notorious Gentleman	Kent Taylor-Virginia Grey		3/1/46			a1/26/46
	Rogue's Progress	Lilli Palmer-Godfrey Tearle					
	Shahrazad (Tech.)	Y. DeCarlo-B. Donlevy-J. P. Aumont					a2/9/46
	She Wolf of London	Sara Haden-Una O'Connor	92				a1/5/46
	So Goes My Love	Myrna Loy-Don Ameche					a11/24/45
	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce					a11/10/45
	Strange Conquest	Jane Wyatt-Jess Barker					
	Tangier	M. Montez-P. Foster-R. Paige					a11/10/45
	Wicked Lady (D)A	M. Lockwood-J. Mason-P. Roc	100				b1/12/46

Westerns (Current 1944-45)

9083	Beyond the Pecos	Rod Cameron-Eddie Dow	59	4/27/45			
9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45			
9081	Riders of the Santa Fe	Rod Cameron-Eddie Dow	60	1/10/45			

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45			
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45			
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/45			a12/22/45
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45			

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F	B. Stanwyck-D. Morgan	101	8/11/45			a7/21/45
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45			b6/16/45
419	Corn Is Green (D)A	Bette Davis-John Dall	114	7/21/45			b3/31/45
416	Escape in the Desert (D)F	Helmut Dantine-Jean Sullivan	79	5/16/45			b4/28/45
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	92	6/9/45			b5/19/45

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45			Reissue
512	Burma Victory (Wa)A	Documentary	63	2/16/46			b12/22/45
506	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45			b11/3/45
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45			b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45			Reissue
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45			b9/29/45
510	My Reputation (D)F	Barbara Stanwyck-George Brent	94	1/26/46			b1/12/46
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	9/4/45			b8/11/45
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45			b6/30/45
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45			b11/24/45
511	Three Strangers (D)A	Fitzgerald-Greenstreet-Lorre	92	2/15/46			b1/26/46
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45			b11/17/45

COMING

	Appointment in Tokyo (Wa)	Documentary	54				b12/1/45
	Beast With Five Fingers	R. Alda-A. King-P. Lorre					
	Big Sleep	H. Bogart-Lauren Bacall					a2/16/45
513	Cinderella Jones	Joan Leslie-Robert Alda	88	3/9/46			a6/10/44
	Devotion (D)A	O. deHavilland-I. Lupino					a2/17/45
	Escape Me Never	E. Flynn-I. Lupino-G. Young					
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark					a12/22/45
	Humeresque	J. Crawford-J. Garfield-O. Levant					
	Janie Gets Married	Joan Leslie-Robert Hutton					a11/24/45
	Never Say Goodbye	Erroll Flynn-Eleanor Parker					a12/1/45
	Night and Day	C. Grant-A. Smith-J. Wyman					
	Nobody Lives Forever	J. Garfield-G. Fitzgerald					a2/10/45
	Of Human Bondage	P. Henreid-E. Parker-P. Knowles					a8/16/44
	One More Tomorrow	Ann Sheridan-Dennis Morgan					a11/26/44
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring					
	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	126				b11/24/45
	Sentence, The	Ann Sheridan-Robert Alda					
	Shadow of a Woman	Andrea King-William Prince					a4/28/45
	Stolen Life	B. Davis-G. Ford-W. Brennan					a3/31/45
	The Man I Love	Ida Lupino-Robert Alda					a11/24/45
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson-J. Wyman					a12/1/45
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie					
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith					a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett	Film Clas.				a10/4/44
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89				b12/22/45
	Adventure in Music (M)	Jose Iturbi & Others	62				b5/27/44
	Battle for Music (Doc.)F	London Philharmonic	74	FourConts.			b10/30/45
	Crainquebille (D)A	French Cast	59	Hoffberg			b10/28/44
	1812 (Hist.)	Russian Cast	95	Artkino			b9/16/44
	Fall of Berlin (Doc.)F		70	Artkino			b9/15/44
	I Know Where I'm Going (D)F	Wendy Hiller-Roger Livesay	91	GFD			b1/5/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourConts.			b10/20/45
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite			b10/27/45

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
Affairs of Susan	Para.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
A Walk in the Sun	20th-Fox
A Yank in London	20th-Fox

B

Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Bottle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond the Pecos	Univ.
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Billy Rose's Diamond Horseshoe	20th-Fox
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie Booked on Suspicion	Col.
Boston Blackie's Rendezvous	Col.
Boston Blackie's Private Ghost	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brighton Strangler	RKO
Brute Man	Univ.
Bullfighters	20th-Fox
Burma Victory	WB
But Not Goodbye	MGM

C

Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Charlie Chan at Alcatraz	Mono.
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono.
Cinderella Jones	WB
Clock, The	MGM
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Colonel Blimp	UA
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Colorado Serenade	PRC
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Corner	20th-Fox
Dark Mirror	RKO
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devil's Mask	Col.
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Dressed to Kill	Univ.
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Enemy of the Law	PRC
Escape in the Desert	WB
Escape Me Never	WB
Experiment Perilous	RKO

F

Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Guardsman	Col.
First Yank Into Tokyo	RKO
Flame of Barbary Coast	Rep.
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentle Annie	MGM
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
Ghost Goes Wild	Rep.
G. I. Honeymoon	Mono.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
High Powered	Para.
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Honeymoon Ahead	Univ.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do	PRC
Humoresque	WB

I

Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In High Gear	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Inner Circle	Rep.
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lighting Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man From Rainbow Valley	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Margie	20th-Fox
Marked Trails	Mono.
Marshall of Laredo	Rep.
Marshall of Rene	Rep.
Mask of Dijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Mr. Ace and the Queen	UA
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Reputation	WB
Mysterious Intruder	Col.

N

National Velvet	MGM
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
O.S.S.	Para.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of the World	Para.
Over 21	Col.

P

Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Patrick the Great	Univ.
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Phantom of the Desert	Col.
Phantom of 42nd Street	PRC
Phantom Speaks	Rep.
Phantom of the Plains	Rep.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Rendezvous 24	20th-Fox
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dan	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Rogue's Progress	Univ.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
Salty O'Rourke	Para.
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
See My Lawyer	Univ.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow's Shadow	Mono.
Shadow Returns	Mono.
Shady Lady	Univ.
Shahrazad	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swing Out Sister	Univ.
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Title	Company
Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three's a Crowd	Rep.
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Under Arizona Skies	Mono.
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Vampire's Ghost	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Love	MGM
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA
You Were There	MGM

Z

Title	Company
Ziegfeld Follies of 1946	MGM

NEW PICTURES STARTED LAST WEEK

Cameras started rolling last week on seven new pictures at five of Hollywood's studios. The equivalent week last week saw a total of 12 new pictures started.

COLUMBIA

The Devil's Mask—Principals: Anita Louise, Jim Bannon, Barton Yarborough. Director, Henry Levin.

METRO-GOLDWYN-MAYER

You Were There—Principals: Katherine Hepburn, Robert Taylor. Director, Vincente Minelli.

RKO

The Dark Mirror—Principals: Olivia de Havilland, Lew Ayres, Thomas Mitchell. Director, Robert Siodmak.

REPUBLIC

The Inner Circle—Principals: Warren Douglas, Veda Ann Borg, Lynne Roberts. Director, Lesley Selander.

Man From Rainbow Valley (Magnacolor)—Principals: Monte Hale, Adrian Booth, Jo Ann Marlow. Director, R. G. Springsteen.

The Ghost Goes Wild—Principals: James Ellison, Ann Gwynne, Edward Everett Horton, Ruth Donnelly. Director, George Blair.

20TH-FOX

Margie (Technicolor)—Principals: Jeanne Crain, Alan Young, Glenn Langan, Lynn Bari. Director, Henry King.

TITLE CHANGES

"Code of the Drifter" (Mono.) now UNDER ARIZONA SKIES.

"Fatal Fingerprints" (Mono.) now DARK ALIBI.

"Gentlemen With Guns" (PRC) now COLORADO SERENADE.

'ME and Mr. Satan" (UA) now ANGEL ON MY SHOULDER.

"Prelude to Murder" (Univ.) now DRESSED TO KILL.

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn That Texas Jamboree Walls Came Tumbling Down Night Editor	Pardon My Past Gilda Mysterious Intruder Boston Blackie's Private Ghost	Story of Jolson Devil's Mask
METRO	Ziegfeld Follies Hold High the Torch Adventure Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Army Brat	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Heodium Saint Last Chance Holiday in Mexico Green Years Time for Two Three Wise Fools But Not Goodbye	Yearling, The Till the Clouds Roll By Fiesta Faithful in My Fashion You Were There
MONO.	Face of Marble Black Market Babies Live Wires Red Dragon Charlie Chan at Alcatraz Joe Palooka, Champ Gay Cavalier	Shadow Returns Strange Mr. Gregory Swing Parade of 1946 Junior Prom Fear Suspense Shadow's Shadow	In High Gear
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love Ladies Man California	Searching Wind Perfect Marriage O.S.S.
PRC	Wife of Monte Criste Devil Bat's Daughter	Once And For All Murder Is My Business	
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass Notorious	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder Till the End of Time Without Reservations Step By Step	Sister Kenny Crack-Up Double Trouble Desirable Woman A Likely Story Dark Mirror
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades In Old Sacramento Glass Alibi	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger	Inner Circle Man From Rainbow Valley Ghost Goes Wild
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home Black Beauty Dark Corner	Smoky Wake Up and Dream Do You Love Me? Somewhere in the Night	Three Little Girl in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Strange Triangle Rendezvous 24 It Shouldn't Happen to a Dog Margie
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun Sin of Harold Diddlebock Fanny by Gaslight	Strange Woman Mr. Ace and the Queen Angel on My Shoulder
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl She Wolf of London Cat Creeps Blonde Alibi	Seventh Veil Notorious Gentleman Wicked Lady So Goes My Love Strange Conquest Madonna of the Seven Moons	Shahrazad Love Takes a Holiday Dead of Night Rogue's Progress Dressed to Kill
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo Beast With Five Fingers Two Guys From Milwaukee	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict	Escape Me Never Humoresque Sentence, The

SHORT Booking STR GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

	Comment	Running Time	Reviewed Issue Of
ALL-STAR COMEDIES			
6409	A Knight and a Blonde	14	
6404	Booby Dupes — Average	17	3/31/45
6428	Design for Loving — Tops	21	12/16/44
6401	Gents Without Coats	19	
6426	Gold Is Where You Lose It — Fair	16½	12/30/44
6429	Heather and Yen — So-So	17	3/24/45
6405	Idiots DeLuxe — Fair	17½	8/25/45
6423	Jury Goes Round 'n' Round — Fair	18	8/18/45
6402	No Dough, Boys	17	
6431	Off Again, On Again — Fair	16	3/31/45
6427	Open Season for Saps — Farce	18	12/16/44
6433	Pistol Packin' Nitwits — Fair	17	4/28/45
6422	She Snoops to Conquer — Average	18	3/10/45
6430	Snooper Service — Fair	14½	3/24/45
6421	Strife of the Party — Pleasing	16	12/16/44
6403	Three Pests in a Mess — Slapstick	15	5/12/45
6432	Two Local Yokels — Average	17½	5/19/45
6425	Wedded Bliss — Fair	17	11/18/44
6411	Wife Decoy	17	
6410	Woo! Woo! — Average	16	3/10/45
COLOR RHAPSODY			
6505	Carnival Courage	7	
6501	Dog, Cat and Canary	6	
6503	Fiesta Time	7½	
6504	Hot-Foot Lights — Funny	7	3/25/45
6502	Rippling Romance	8	
COMMUNITY SINGS			
6651	No. 1 (Leibert) Love Love, Love — Good	9½	11/18/44
6652	No. 2 (Baker) Ikky Tikky Tambe	9	
6653	No. 3 (Baker) Swinging on a Star	10	
6654	No. 4 (Liebert) Hot Time in Berlin — Good	9	3/10/45
6655	No. 5 (Baker) Tico Tico — Fine	11	3/10/45
6656	No. 6 (Don Baker) Very Thought of You — Good	10	4/28/45
6657	No. 7 (Leibert) I'll Walk Alone	11	
6658	No. 8 (Leibert) Sweet and Lovely — Musical	9	6/ 2/45
6659	No. 9 (Baker) Confessin' — Good	10	8/25/45
6660	No. 10 (Baker) Rum and Coca Cola — Good	10	8/25/45
6661	No. 11 (Leibert) Little on the Lonely Side — Good	10	8/18/45
6662	No. 12 (Leibert) Bell-Bottom Trousers — Good	11	11/10/45
6663	No. 13 (Special) Patriotic Songs	10½	
FILM-VODVIL			
6952	Al Trace's Comedy Band — Excellent	11	12/16/44
6954	Korn Kobblers — Good	11	4/28/45
6951	Kehoe's Marimba Band	11	
6955	Lowe, Hite & Stanley — Diverting	11	6/ 2/45
6953	Rootin' Tootin' Band	11	
FOX & CROW			
6751	Be Patient, Patient	7	
6752	Egg-Yegg — Amusing	7½	3/31/45
6753	Kukunuts — Funny	6½	316//45
6754	Treasure Jest — Good	6½	3/16/45
LI'L ABNER			
6602	Kickapoo Juice — Amusing		37/31/45
6601	Porkuliar Piggy — Funny	7	12/16/44
PANORAMICS			
6901	A Harbor Goes to France	10	
PHANTASIES			
6702	As the Fly Flies	6	
6704	Bobby Socks — Good	6	8/18/45
6703	Goofy News Views — Has Possibilities	7	6/ 2/45
6701	Mutt 'n' Bones — Fair	7	12/23/44
SCREEN SNAPSHOTS			
6851	No. 1 (GI Joe in Hollywood) — Fair	10	12/ 2/44
6852	No. 2 (The Mike Goes to War)	10	
6853	No. 3 (Ken Murray, M.C.)	10	
6854	No. 4 (Variety-Mowbray)	9½	
6855	No. 5 (GI Janes in Hollywood) — Average	10	3/20/45
6856	No. 6 (Vallee-Allen) — Good	9	4/14/45
6857	No. 7 (Memorial to T. Mix-W. Rogers — Excellent	9	4/14/45
6858	No. 8 (Letters to GI)	10	
6859	No. 9 (Doctors in Make-Up)	9½	
6860	No. 10 (Eddie Cantor-Ginny Simms) — Excellent	10	8/25/45
SPORTS REEL			
6803	Aqua-Maids	9½	
6809	Chips and Putts	9	
6802	Hedge Hoppers — Selective	8	12/16/44
6808	Hi-ho Rodeo	9	
6807	Iron Masters — Excellent	9½	5/ 5/45
6801	K-9-Kadets	10½	
6805	Kings of the Fairway — Interesting	10	4/21/45
6806	Rough and Tumble — Very Funny	9	4/14/45
6810	Salmon Fishing	9	
6804	Striking Champions	10	
SERIALS			
6120	Black Arrow — 15 Chaps.		
6140	Brenda Starr, Reporter — 13 Chaps.		
6160	Monster and the Ape — 15 Chaps.		5/26/45

METRO-GOLDWYN-MAYER
(1943-44)

CARTOONS (Tech.)			
W-542	Barney Bear's Polar Pest		
W-538	Bear Raid Warden — Good	8	8/26/44
W-539	Big Heel-Watha — Excellent	8	9/ 2/44
W-546	Jerkey Turkey — Fair	8	5/12/45
W-541	Mouse Trouble		
W-540	Puttin' on the Dog — Very Funny	7	11/ 4/44
W-543	Screwy Truant — Good	7	5/12/45
W-545	Shooting of Dan McGoo — Kids Itself	8	4/21/45
W-544	Unwelcome Guest		
CRIME-DOES-NOT-PAY			
A-502	Fall Guy — Fair	20	5/12/45
A-503	Last Installment — Absorbing	19	5/12/45
A-504	Phantoms Inc.	17	
MINIATURES (10)			
M-590	Little White Lie		
M-589	Nostradamus IV — Very Good	10	11/ 4/44
M-588	Somewhere USA (Tech.)	10	
M-587	Why Daddy	9	
PASSING PARADE			
K-574	A Lady Fights Back — Interesting	10	1/ 6/45
K-572	Grandpa Called It Art — Good	10	10/ 7/44
K-575	It Looks Like Rain		
K-573	Return From Nowhere — Interesting	10	11/ 4/44
K-576	Seesaw and the Shoes — Exceptional	10	5/12/45
PETE SMITH SPECIALTIES (14)			
S-557	Football Thrills of 1943 — Very Good	8	11/ 4/44
S-560	Hollywood Scout — Unique	8	5/12/45
S-55	Movie Pests — Pointed Fun	10	8/ 5/44
S-558	Safety Sleuth — Hilarious	10	12/16/44
S-556	Sports Quiz — Very Good	10	9/ 2/44
S-559	Track and Field Quiz		
TRAVELTALKS (12) (Tech.)			
T-520	City of Brigham Young		
T-518	Colorful Colorado	8	
T-521	Monumental Utah — Excellent	9	9/ 2/44
T-519	Roaming Through Arizona	10	
T-522	Wandering Here and There — Instructive	9	1/13/45

(1944-45)

CARTOONS			
W-631	Mouse Comes to Dinner	7	
W-632	Mouse in Manhattan	8	
W-633	Tee for Two	7	
W-634	Swing Shift Cinderella	8	
TRAVELTALKS			
T-612	Seeing El Salvador	9	
T-611	Shrines of Yucatan — Instructive	9	1/13/45
T-613	Modern Guatemala City	8	

PARAMOUNT

CLASSICS CARTOONS (Tech.) (4)			
C4-10	Hunky and Spunky	7	Reissue
C4-9	Kids in the Shoe	7	Reissue
C4-7	Little Stranger	7	Reissue
C4-8	Snubbed by a Snob	7	Reissue
GEORGE PAL PUPPETOONS			
U4-6	Hatful of Dreams — Excellent	9	4/28/45
U4-3	Hot-Lip Jasper — Excellent	8	1/27/45
U4-7	Jasper's Booby Traps — Very Good	8	6/ 2/45
U4-8	Jasper's Close Shave — Good	8	8/ 4/45
U4-5	Jasper's Minstrels — Fair	9	4/28/45
U4-1	Jasper's Paradise — Excellent	7½	12/30/44
U4-4	Jasper Tell — Amusing	8	2/ 3/43
U4-2	Two Gun Rusty — Very Good	7½	11/11/44
LITTLE LULU			
D4-4	Beau Ties — Fair	8	6/ 9/45
D4-1	At the Zoo — Entertaining	8	3/10/45
D4-2	Birthday Party — Excellent	8	3/10/45
D4-5	Daffydilly Daddy — Good	8	10/13/45
D4-3	Magica-Lulu — Amusing	8	5/ 5/45
D4-6	Snap Happy		
NOVELTOONS			
P4-5	Lamb in a Jam — Good	8	8/ 4/45
P4-6	A Self-Made Mongrel — Funny	8	10/13/45
P4-4	Scrappily Married — Very Funny	8	8/31/45
P4-3	When GI Johnny Comes Home — Exceptional	8	5/ 5/45
P4-1	Yankee Doodle Donkey — Amusing	8	1/27/45
P4-2	Gabriel Churchkitten — Winsome	8½	3/10/45
MUSICAL PARADES			
FF4-5	Boogie Woogie — Good	20	6/ 2/45
FF4-1	Bonnie Lassie — Very Good	19	9/23/44
FF4-3	Bombalera — Super	20	1/27/45
FF4-4	Isle of Tabu — Good	20	3/10/45
FF4-2	Star Bright — Excellent	20	12/23/44
FF4-6	You Hit the Spot — Entertaining	20	9/22/45
POPEYE			
E4-5	For Better or Nurse	7½	
E4-6	Mess Production — Good	7½	11/17/45
E4-2	Pop-Pie Ala Mode — Good	8	6/ 2/45
E4-4	Shape Ahoy — Good	7½	9/ 1/45
E4-1	She-Sick Sailors — Good	8	3/31/45
E4-3	Tops in the Big Top — Good	7	8/ 4/45
POPULAR SCIENCE			
J4-1	No. 1 — Interesting	10	12/30/44
J4-2	No. 2 — Excellent	10	12/30/44
J4-3	No. 3 — Interesting	10	1/27/45
J4-4	No. 4 — Very Interesting	10	5/12/45
J4-5	No. 5 — Good	10	6/ 9/45
J4-6	No. 6 — Excellent	10	8/ 4/45
SPEAKING OF ANIMALS			
Y4-1	As Babies — Tops	9	12/30/44
Y4-6	From A to Zoo — Excellent	9	9/ 1/45
Y4-5	In a Musical Way — Excellent	9	8/18/45
Y4-3	In the Public Eye — Good	10	3/24/45
Y4-4	Talk of the Town — Very Funny	9	5/26/45
Y4-2	Who's Who in Animal Land — Tops	9	1/27/45
SPORTLIGHTS			
R4-5	Blue Winners — Excellent	9	1/27/45
R4-2	Brongs & Brands — Thrilling	9½	12/30/44
R4-10	Campus Mermaids — Good	9	9/ 1/45
R4-9	Canine-Feline Capers — Good	9	8/16/45
R4-8	Fan Fare — Fair	9	6/ 9/45
R4-3	Long Shots or Favorites — Good	9½	2/10/45
R4-4	Out Fishin' — Excellent	9½	4/21/45
R4-6	Game Bag — Excellent	9½	3/31/45
R4-1	Rhythm on Wheels — Good	9½	12/ 2/44
R4-7	White Rhapsody — Thrilling	9	5/12/45
UNUSUAL OCCUPATIONS			
L4-1	No. 1 — Interesting	10	11/ 4/44
L4-2	No. 2 — Interesting	10	2/24/45
L4-3	No. 3 — Very Fine	10	3/10/45
L4-4	No. 4 — Interesting	10	5/12/45
L4-5	No. 5 — Interesting	10	9/15/45
L4-6	No. 6 — Interesting	10	10/13/45

RKO RADIO

DISNEY CARTOONS (18) (Tech.)			
54110	African Diary	7	
54112	Californy 'Er Bust — Fair	7	6/16/45
54113	Canine Patrol — Excellent	7	9/22/45
54107	Clock Watcher — Good	7	1/13/45
54118	Cured Duck	7	
54108	Dog Watch — Good	7	1/ 6/45
54111	Donald's Crime	8	
54105	Donald's Off Day — Funny	7	1/ 6/45
54114	Duck Pimples — Very Good	8	6/ 9/45
54109	Eyes Have it — Entertaining	7	5/12/45
54103	First Aiders — Excellent	7	12/ 2/44
54117	Hockey Homicide	8	
54104	How to Play Football — Timely	8	12/ 9/44
54116	No Sail — Good	7	8/25/45
54115	Legend of Coyote Rock — Very Funny	7	8/25/45
54102	Plastics Inventor — Excellent	7	8/19/45
54101	Springtime for Pluto	7	
54106	Tiger Trouble — Funny	7	1/18/45
EDGAR KENNEDY			
53401	Feather Your Nest — Good	18	12/16/44
53402	Alibi Baby — Comedy	18	1/13/45
54405	It's Your Move — Fair	17	8/18/45
53403	Sleepless Tuesday — Some Laughs	18	4/28/45
53404	What, No Cigarets? — Poor	18	7/ 7/45
53406	You Drive Me Crazy — Fair	17	11/10/45
FLICKER FLASHBACKS			
54201	No. 1	10	
54202	No. 2 — Good	9½	11/11/44
54203	No. 3	9	
54204	No. 4 — Hilarious	9	2/24/45
54205	No. 5 — Swell Ribbing	9	3/31/45
54206	No. 6 — Good	8	4/21/45
54207	No. 7	7	
HEADLINER REVIVALS			
53201	Songs of the Colleges	15	
53204	Swing Fever	19	
53202	Swing It	16	
53203	Swing Vacation	19	
LEON ERROL			
53707	Beware of Redheads — Good	17	9/22/45
53703	Birthday Blues — Average	17	4/14/45
53706	Double Honeymoon — Good	18	8/18/45
53702	He Forgot to Remember	17	
53704	Let's Go Stepping	17	
53701	Triple Trouble — Good Hokum	17	11/11/44
53705	It Shouldn't Happen to a Dog — Fair	18	8/25/45
SPORTSCOPES			
54308	Athlete of the Year — Good	8	4/21/45
54313	Colorado Rainbows — Good	8	9/22/45
54306	Court Craft — Action	8	4/21/45
54305	Five Star Bowlers — Class Appeal	8	2/24/45
54304	Parallel Skiing — Good	8	1/ 6/45
54303	Saddle Starlets — Good	8	12/23/44
54302	School for Dogs — Interesting	8	12/30/44
54307	Ski Gulls — Thrills	8	3/31/45
54311	Tee Tricks — Excellent	8	7/ 7/45
54309	Timberdoodles — Interesting	8	4/23/45
54310	West Point Winners — Very Good	8	7/ 7/45
54312	Mexican Playland — Good	8	8/25/45
THIS IS AMERICA			
53113	Americans in Paris — Good	16	11/24/45
53111	Annapolis — Interesting	16	9/22/45
53108	Battle of Supply — Excellent	17	7/ 7/45
53112	California Boom Town — Very Good	16	10/27/45
53107	Dress Parade — Very Good	16	5/12/45
53106	Guam-Salvaged Island — Excellent	17	4/21/45
53105	Honorable Discharge — Educational	17	3/24/45
53102	New Americans — Interesting	19	1/ 6/45
53104	On Guard — Exciting	17	3/ 3/45
53110	Policing Germany — Excellent	18	8/11/45
53103	Power Unlimited — Interesting	17	2/24/45
53101	West Point — Revealing	17	12/ 9/44
53109	China Life Line — Excellent	16	7/28/45

REPUBLIC

483	Federal Operator 99	15 Chaps.
482	Manhunt of Mystery Island	15 Chaps.
581	Phantom Rider	12 Chaps.
484	Purple Monster Strikes	15 Chaps.
481	Zorro's Black Whip	12 Chaps.

20th CENTURY-FOX

LEW LEHR

5902 Do You Remember.....
5901 Sea Food Mamas..... 8 .....

MARCH OF TIME

1 Post War Farms.....
2 What to Do With Germany .....Excellent ..... 18½.. 9/30/44
3 Uncle Sam Mariner.....
4 Inside China .....Revelatory ..... 17½..12/ 2/44
5 Unknown Battle .....Interesting .... 19 ..12/30/44
6 Report on Italy.....Outstanding .... 17 .. 2/ 3/45
7 West Coast Question.....Interesting .... 16 .. 2/24/45
8 Memo to Britain.....Interesting .... 16 .. 3/24/45
9 Returning Veteran .....Interesting .... 17 .. 4/14/45
10 Spotlight on Congress....Informative .... 16 .. 5/19/45
11 Teen-Age Girls .....Excellent ..... 17 .. 6/16/45
12 Where's the Meat?.....Fair ..... 17 .. 7/28/45
13 New U. S. Frontier.....Unusual ..... 16 .. 8/11/45

MOVIETONE ADVENTURE

5256 Alaskan Grandeur (Tech.).Interesting .... 8 .. 3/10/45
5254 Black, Gold and Cactus (Tech.) .....
5257 Canyons of the Sun.....Educational .... 8 .. 2/10/45
5255 City of Paradox.....
5261 Empire State .....
5259 Isle of Romance.....
5252 Jewels of Iran.....
5256 Land of 10,000 Lakes....Interesting .... 8 .. 3/10/45
5251 Mexican Majesty (Tech.).....
5201 Modeling for Money.....
5253 Mystic India .....
6260 Sikhs of Pallala.....

SPORTS REVIEWS

5351 Blue Grass Gentlemen (Tech.) .....
5302 Steppin Pretty .....
5354 Down the Fairways.....
5352 Trolling for Strikes (Tech.) .....
5353 Nova Scotia .....Fair ..... 8 .. 3/10/45

SPECIAL

5601 Three Sisters of the Moors ..... 20 .....

UNITED ARTISTS 1944-45

DAFFY-DITTYS

Cross-Eyed Bull .....Very Good .... 10 ..11/ 4/44
Flying Jeep .....
Lady Says No.....
Pepito's Serenade .....
Choo Choo Amigo.....

WORLD IN ACTION

Now—The Peace .....Good ..... 21 .. 5/19/45
When Asia Speaks.....Interesting .... 19 ..12/ 9/44

UNIVERAL

NAME BAND MUSICALS

9128 Artistry in Rhythm.....Fair ..... 15 .. 6/16/45
9122 Harmony Highway .....Fair ..... 15 ..12/20/44
9124 Jive Busters .....Average ..... 15 .. 4/21/45
9125 Melody Parade .....
9123 On the Mellow Side.....Excellent ..... 15 ..12/30/44
9127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
9126 Swing Serenade .....Very Good ..... 15 .. 5/12/45
9121 Swingtime Holiday .....Good ..... 15 ..12/30/44
9129 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

9373 ABC Pin-Up .....Good ..... 9 .. 2/10/45
9375 Author in Babyland.....Interesting ..... 9 .. 5/12/45
9376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
9371 Idol of the Crowd.....Interesting ..... 9 ..11/ 4/44
9378 Kanine Aristocrats .....Good ..... 9 .. 9/22/45
9372 One-Man Newspaper ....Interesting .... 10 ..12/23/44
9374 Pigtail Pilot .....Exceptional ..... 9 .. 1/27/45
9377 School for Mermaids.....Good ..... 9 .. 8/25/45

SWING SYMPHONIES

9231 Abou Ben Boogie.....Fair ..... 7 ..11/ 4/44
9235 Painter and the Pointer .....Amusing ..... 7 ..12/23/44
9234 Pied Piper of Basin Street .....Entertaining ... 8 .. 2/10/44

TECHNICOLOR CARTUNES

9232 Beach Nut, The.....Good ..... 7 ..12/16/44
9236 Chow Chow Baby.....Hilarious ..... 7 .. 2/24/45
9239 Crow Crazy .....Funny ..... 7 .. 8/25/45
9240 Dippy Diplomat .....
9235 Painter and the Pointer.....
9233 Ski for Two.....Tops ..... 7 ..12/30/44
9238 Woody Dines Out.....Good ..... 7 .. 5/12/45

SPECIAL FEATURETTES

9112 Lili Mariene .....Engrossing .... 21 ..11/11/44
9110 World Without Borders..... 21 .....

VARIETY VIEWS

9352 Dogs for Show.....Very Fine ..... 9 ..12/23/44
9351 From Spruce to Bomber..Interesting .... 9.. 12/16/44
9353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 ..12/23/44
9354 White Treasure .....Interesting .... 9 .. 1/13/45
9356 Wingmen of Tomorrow...Interesting .... 10 .. 6/16/45
9355 Your National Gallery...Interesting .... 10 .. 2/24/45
9357 Victory Bound .....Interesting ..... 9 .. 9/ 1/45
9358 Village of the Past.....Good ..... 9 .. 8/25/45

SERIALS

9581 Jungle Queen..... 13 Chaps.
9881 Master Key ..... 13 Chaps. 5/ 5/45
9681 Mystery of the River Boat... 13 Chaps. 12/ 2/44
9781 Raiders of Ghost City..... 13 Chaps. 8/12/44
9981 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1726 Baseball Bugs .....
1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 .. 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 ..11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1313 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Actors.....Good ..... 20 .. 4/14/45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30/44
1108 It Happened in Springfield .....Magnificant .... 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1108 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good ..... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3/ 3/45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky .....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard.....Fair ..... 10 ..10/13/45
1716 Baby Bottleneck .....
1704 Behind the Meat Ball....Good ..... 7 .. 4/14/45
1713 Book Revue .....Very Good ..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1709 Fresh Airdale .....Very Funny ... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1717 Hare Remover .....
1714 Holiday for Shoestrings.....
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peck Up Your Troubles..Good ..... 7 ..10/10/45
1715 Quentin Quail .....
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1708 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimcapades .....Interesting ..... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1006 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional .... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good ..... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/26/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Dav.....Very Good ..... 10 .. 9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½..11/10/45
7483 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers..... 16½.....
7422 Dance, Dunce, Dance!...Funny ..... 18½..10/27/45
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell.....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7435 Spook to Me..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17 .....

COLOR RHAPSODY

7501 River Ribber ..... 6 .....

COMMUNITY SINGS

5657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Baker) Dream..... 10 .....
7654 No. 4 (Baker) Good, Good .....Good ..... 11 .....
7655 No. 5 (Leibert) No Can Do..... 10 .....
7656 No. 6 (Baker) That Feeling in the Moonlight.....

FILM VODVIL

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra ..... 11 .....

FLIPPY

7601 Catnipped ..... 7½.....

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½.....

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) ..... 9 .....
7854 No. 4 (Hollywood Celebrations)..... 9 .....
7855 No. 5 (Movie Stunt-men & Doubles)..... 9 .....
7856 No. 6 (Wendell Niles and Prindle).....

SPORT REELS

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaids' Paradise ..... 9½.....
7805 Rasslin' Romeos ..... 9½.....
7805 Wrestling .....

SERIALS

7141 Hop Harrigan ..... 15 Chaps.
7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-733 Quiet Please .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-757 Fala at Hyde Park.....Interesting .... 11 .. 1/26/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....Excellent ..... 10 .. 2/ 9/46
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-776 Our Old Car.....Nostalgic ..... 10 .. 1/26/46
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny .....Good ..... 10 .. 1/26/46
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU

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4	Justice Comes to Germany	Impressive	21	11	24 45
5	Challenge to Hollywood	Interesting	18	1	5 46
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UNIVERSAL

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1306	Melody Stampede	Good	15	1	26 46
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1363	Paper Magic	Interesting	9	11	10 45
1364	Pottery Poets	Good	9	12	1 45
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2302	Lyin' Mouse				
2301	Sunbonnet Blue		7		
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2102	Star in the Night	Out standing	20	10	27 45
2103	All Star Musical Revue	Entertaining	20	12	1 45
2104	Good Old Corn	Good	20	12	1 45
2106	Hitler Lives?	Excellent	20	1	5 46
2105	Musical Shipmates				

MELODY MASTERS

2601	Spade Cooley, King of Western Swing	Excellent	10	8	25 45
2605	Headlines Bands				
2602	Here Comes the Navy Bands	Fair	10	10	13 45
2603	Musical Novelties	Fair	10	11	17 45
2604	Music of the Americas	Good	10	12	1 45

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2901	The Nine Hundred	Outdated	10	10	27 45

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2403	Story of a Dog	Interesting	10	8	25 45

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SHOWMEN'S TRADE REVIEW

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THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



THE LIBRARY OF CONGRESS
GENERAL RECORDS
FEB 26 1946

William J. Heineman (See Page 6)

FEB 25 1946

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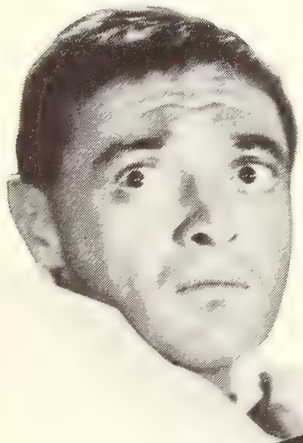

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EDITORIAL PAGE

CURRENT OBSERVATIONS

THAR SHE BLOWS. The rash of municipal and state tax invasions of the theatre box-office spreads across the land. New York got it this week.

In New York, as elsewhere, it is upon the little theatres that the burden falls most heavily in these tax cases. The big houses have been enjoying their share of good business. Also, they have been having their share of increases in admission scales. Not so the smaller operations.

The irony of it is that the theatre interests face a rather embarrassing situation in these cases. If politicians argue that there has been such advance in admissions that the theatres can afford to absorb a tax, they are using as illustration the privileged few big theatres which actually have had substantial increases in attendance as well as substantial boosts in price scales. But nothing is said of—nor very much done for—the more numerous theatres in the more modest classifications as to size, patronage and admission scales.

* * *

NOT TOO LATE. While there has been altogether too much dawdling on the part of exhibitor organizations for a vigorous program of defense against these advancing tax forays by the municipalities and states in efforts to raise added revenue, there is still time to do something forward-looking and constructive toward a good united front for the exhibition branch of this industry. Currently, the most promising program appears to be that which is being formulated by the Theatre Activities Committee.

If other organizations have the disposition and the ability to do a good job of organizing for intelligent effort to combat the encroaching tax moves, then let them now come forward with something concrete and specific as to contemplated policy and program.

* * *

UNIQUE IDEA. The industry is watching with great interest for developments arising from the new, very unique policy, announced in New York by MGM's Bill Rodgers for an extension of the sales force activities into the field of more active cooperation with exhibitor customers in exploiting the MGM films.

Rodgers, at the conclusion of a series of sales meetings, said that the meetings had served as a "refresher course" for MGM exploiteers attending and also as an "educational session" for the company's salesmen in the methods to be used in promoting MGM films in their territories. It was indicated that there would be an increasing tie between the salesmen of the company and their theatre accounts through active interest in exploitation. And it was indicated that the plan will call for MGM salesmen to aid the company's field exploiteers as well as to act independently in giving assistance to exhibitors playing MGM pictures. One of the means being taken to effect this greater cooperation and facility on the part of MGM salesmen in showmanship assistance, was to take the form of periodic meetings between the salesmen and the exploiteers to discuss exploitation methods recommended for application to local campaigns of MGM films soon to be released.

An extension of that policy along lines of constructive work for the general good of movie attendance at theatres everywhere in the country can do a great deal for the industry as a whole.

* * *

GOOD ADVICE. Leo Wolcott, president of Allied Independent Theatre Owners of Iowa-Nebraska, urges members of his organization to "rebuild or repair, renovate and redecorate," in a bulletin issued last week from his headquarters in Eldora, Iowa.

Nothing could be more to the point, right now, than for the theatre owner to make immediate plans to rehabilitate his property. "Many theatres," says Wolcott, "are badly run-down, dirty, equipment bad." That is too true. Many theatres in a down-at-the-heels condition are so through no active fault of the owners—materials are still scarce.

However, the good business which is nolding up in key situations throughout the country—according to reports this week—will further intensify the interest of men with capital to invest, and theatremen can look for keen competition, not only from forms of amusement which were banned during the war, but from new enterprises in their own field of picture theatre operation.

As pointed out repeatedly in this journal, the most effective means of fending off competition, of preventing an over-seated situation from developing right under your nose, is to pep up your shows and your showmanship and put your theatre in tip-top shape so that there will be no desire on the part of newcomers to enter the lists in competition with you.

—"CHICK" LEWIS

INDUSTRY NEWS

TAC Not Limiting Delegates

No limit on the number of delegates from each state who may attend the organizational meeting of the Theatre Activities Committee in St. Louis April 1-2 has been set, but the final organizational procedure at the convention will determine whether each state will have one vote or whether voting power will be based on a state's population, informed sources said in New York this week.

At present there is said to be some division of thought as to which method will be selected, but TAC reportedly wants to get as many exhibitors as possible to the organizational meeting and is inviting exhibitors to attend whether selected as delegates or not. These non-delegate exhibitors will be invited to all sessions and are expected to participate in all discussions.

The TAC meeting, which will be held in the Chase Hotel, is to give a permanent form to the temporary committee which is now operating under the presidency of Si Fabian and which is at present financed through loans by its principal sponsors.

Say Higher Taxes May Make Movies Luxury Entertainment

New York City Plan for 5% Impost Unlikely to Face Strong United Opposition

Fear that if city taxes on amusements continues to spread the motion picture might be forced out of its position as entertainment for the masses due to tax costs alone, seemed to be mounting throughout the nation this week as there appeared little hope in New York of effective action or a united front on the part of all theatres against Mayor O'Dwyer's contemplated city amusement tax of five per cent.

Observers pointed out that since there already is 20 per cent federal tax to be met, in most situations throughout the country motion picture theatres have not much edge to take on increased tax burdens. They added that the city amusement tax has spread with too much rapidity in some sections where it did not seem to be needed as badly as the tax proponents argued, and pointed to the south where the tax went into effect in Mobile, Ala. and soon spread to other southern cities.

Meanwhile in New York the only exhibitor unit to come out with a definitive stand and a program during the week was the Unaffiliated Independent Exhibitors.

UIE President Jesse Stern expressed opposition to the tax, said his organization would work with any other theatre organizations opposing it, but added that if it were decided a tax was actually needed in New York, it should start on admissions over 50 cents.

The Independent Theatre Owners Association was to have a meeting at which the tax matter might come up, an IOTA spokesman said. The League of New York Theatres, which represents the legitimate theatre interests reportedly met Wednesday afternoon but lacked a quorum.

Stern of Unaffiliated said he planned to wire Mayor O'Dwyer his organization's protest. Informed of this, the Mayor's press secretaries said the wire had not yet been received and that the Mayor would not comment.

To SHOWMEN'S TRADE REVIEW Stern said:

"So far as the Unaffiliated Independent Exhibitors are concerned, we have a direct opposition to any increased taxes on theatres and amusements. We feel that any tax would almost amount to an undue hardship in view of the fact that we also have a 20 per cent federal tax.

"We are anxious to cooperate with any organization in the theatrical or motion picture industry that is in opposition to the new tax. However, in the event it can be shown that a new tax is absolutely necessary, we believe that it should be imposed only on admissions of 50 cents and upward. Otherwise it would deprive the lower economic groups of their right to enjoy the motion picture, particularly children whose general admissions are not over 20 cents."

Stern's wish to get a combined effort against the tax from all theatrical interests bogged down as far as the League of New York Theatres was concerned in his views on necessary taxes on admissions of 50 cents and up.

James F. Reilly, executive secretary of the League, which represents the already heavily taxed New York legitimate theatres, said however that his organization would work with any motion picture organization which opposed the proposed city tax in its entirety. Stern's concession to a tax on admissions of 50 cents and over, Reilly pointed out, would protect only a certain group of motion picture exhibitors and would leave the legitimate theatre to face the tax.

Approve Plan to Increase 'U' Capital

Approval of a plan to increase the authorized capital of Universal Pictures Company, Inc., was voted at a special meeting held this week in Wilmington, Delaware. The increase will be made by adding 100,000 shares of cumulative preferred stock, par value $100 a share. The company's present capitalization consists of 2,000,000 shares of common stock authorized, of which 814,430 shares were outstanding on January 25, 1946.

Protests Bring Cuts in Quebec Censorship Costs

Protests by showmen of the Quebec area have resulted in the government's decision to lower censorship costs. The censor board is going over the situation now. This board has also made progress in cutting down the backlog of film waiting to be censored.

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Business in South Up to Wartime Peak, Says Levy

With the exception of areas which depended upon military camps for a boom, business in general throughout the south is equal to any time during the war period, Nat Levy of RKO, who just returned to New York from a swing through Texas, Louisiana, Arkansas, Mississippi and Georgia told SHOWMEN'S TRADE REVIEW this week.

"I believe," Levy said, speaking of all business, "that it will hold up well. There is an anticipated building of theatres in most areas. I guess the only thing holding it back is lack of material. In a few years I think there is going to be a lot of theatre building.

"Business is as good as it has been in years—outside of the places which depended on soldiers. General business is as good if not better than usual."

Levy found that Saturday night in most of the smaller communities was still a Western night but declined to comment upon picture tastes in the south. He pointed out that "Bells of St. Mary's" which is off the beaten track, was the biggest grosser of any RKO picture to play those areas. "Spanish Main" is another heavy grosser, he said.

Altec Conference Series Opens in Kansas City

Second in a series of Altec Service Corporation Conferences between home office executives, district, branch managers and supervisors is now under way at the Phillips Hotel in Kansas City, Mo.

Among the discussion held were talks on improved service, customer and dealer contacts and general policy. New equipment is also being demonstrated.

"The Voice of the Theatre," Altec Lansing's new loudspeaker, had an important place on the program.

William J. Heineman

(The Man on the Cover)

Vice-president and general sales manager of United World Pictures, Inc., a post he assumed this week and for which a wide experience in distribution gives him special qualification to fill. Mr. Heineman resigned from Samuel Goldwyn Productions last week to take over his present duties with United World. He made his entry in the film industry 27 years ago with Pathe in Seattle, Washington. Soon thereafter he was made manager of the First National office in that city. Heineman then opened his own independent distribution office in Butte, but returned to the major field again in 1925 with Universal in San Francisco. He was assistant general sales manager for Universal with headquarters in the home offices at the time he joined Goldwyn several years ago.

SHOWMEN'S TRADE REVIEW

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The star of "A Song to Remember"!

The star of "A Thousand and One Nights"!





CORNEL WILDE

now as the

Son of

Robin Hood...



Dashing lover...

Outlaw...

Adventurer...

in a new

TECHNICOLOR

production!



COLUMBIA PICTURES presents

CORNEL WILDE

Star of "A Song to Remember" and "A Thousand and One Nights"

in

The BANDIT of SHERWOOD FOREST

with Anita Louise · Jill Esmond · Edgar Buchanan

Screenplay by Wilfrid H. Pettitt and Melvin Levy
Directed by GEORGE SHERMAN and HENRY LEVIN
Produced by LEONARD S. PICKER and CLIFFORD SANFORTH





COLUMBIA SILVER ANNIVERSARY 1946

PRINTED IN U.S.A.

INDUSTRY NEWS

Leo's Roar Heard

MGM's "Leo the Lion" is the most popular trade-mark in the motion picture industry according to a research study conducted by Leo Handel's Motion Picture Research Bureau.

The bureau reports that the MGM trade-mark was dominant in all locations in which the nationwide survey was made. A comparison with an identical study conducted in 1942 shows that "Leo" increased his lead considerably.

Another interesting detail revealed by the study is the fact that men are much more "trade-mark conscious" than women.

1st Quarter Profit Seen At WB Stockholders Meet

Warner Bros. Pictures, Inc., stand to show a substantial profit increase for the three months ending March 2, 1946 over the corresponding quarter of last year, a representative of the company said at the annual stockholders' meeting held this week in Wilmington, Del.

The stockholders reelected the following directors whose terms expire this year: John E. Bierwirth, Waddill Catchings, Robert W. Perkins, Major Albert Warner, Harry M. Warner and Jack L. Warner.

Upon a motion made by I. Emmanuel Sauder of Philadelphia, seconded by Frank J. Reilly of Wilmington, a vote of confidence and appreciation was unanimously accorded the management.

Officers of the corporation who attended the meeting included Samuel Carlisle, comptroller and director; W. Steward McDonald, assistant treasurer; Harold S. Bareford, Edward K. Hessberg, assistant secretaries, and Thomas J. Martin, auditor.

WB Breach of Trust Suit Against Cooper

Claiming a breach of trust, Warner Bros., Wednesday, filed a suit in the United States District Court at Oklahoma City, asking that a lease granted J. H. Cooper, manager of Standard Theatres, be nullified.

Cooper, who was affiliated with Warners and Paramount in the Standard Theatres' operation, is claimed in the suit to have acted in bad faith by forming the Cooper Foundation of Nebraska and then securing a lease on the Liberty Theatre, which is now operated in the Standard-Warner- Paramount set up. The Liberty is a dual-run house in the commercial section.

Paramount Conferences Shift to Home Offices

Paramount President Barney Balaban and George Weltner, who heads Paramount International, returned to New York this week after visiting the coast for conferences with studio executives. Other conferences going on at the crossroads of the world building in Times Square are those Charles Reagan, vice-president in charge of distribution, is holding with his division managers, Bill Erbb, Hugh Owen, James J. Donohue and George Smith. Oscar Morgan, short subjects and newsreel sales chief, is sitting in at the conference.

Rank's Production Aide Here

Filippo Del Giudice, production chief for Two Cities Films, one of the two main film outlets of J. Arthur Rank, this week arrived in New York after a month's visit in Hollywood. It was the first trip of the Londoner to this side.

March 4 Election May Bring Studio-Union Strife Solution

Hollywood—and those who watch labor developments the world over—have their eyes set on March 4 to see which of the involved labor factions in the film capital will win the right to bargain for some 3500 movie extras.

On that day the National Labor Relations Board will hold an election to allow extras to determine whether they are to be represented by the Screen Actors' Guild or the Screen Players' Union.

Actually this particular election will settle only one phase of a many-sided jurisdiction and ideological labor difficulty, since these unions are but two of the more than 16 unions which have lined up into two camps—that which roughly lines along with the backing of the Los Angeles Central Labor Council, and that which lines up with the Conference of Studio Unions, headed by Herbert K. Sorrell.

Backed by Sorrell

The Screen Players' Union is backed by Sorrell. The Screen Actors' Guild is backed by the powerful International Alliance of Theatrical Stage Employes and is one of the eight unions which have served notice on the industry in general and Sorrell in particular that they will carry out their work contract and go to work even if the Conference of Studio Unions called a strike.

This amazing picture of labor at odds with labor is more easy to understand by reviewing the confused labor situation in Hollywood.

Back in 1945 the Sorrell Conference of Studio Workers called a 34-week strike in a jurisdictional battle with other American Federation of Labor unions. The strike was tough. Picket lines saw action.

Old line AFL unions claimed Sorrell was trying to crash into their jurisdiction. Sorrell, who has unions of painters, carpenters, machinists, electricians, sheet metal workers, blacksmiths, molders and plumbers, in his Conference of Studio Workers, reportedly retorted that the old line unions, sympathizing with the IATSE, were trying to freeze him out.

Whatever the truth of either side's charges and counter charges, the fact remains that jurisdictional fights can arise easily in an industry where so many crafts which could do each other's work overlap. The work of stage carpenters and studio carpenters is a case in point.

The AFL in turn is behind eight powerful unions whose aggregate membership is around 25,000 against Sorrell's estimated 6,000 members. These include the four strong IATSE unions, the American Federation of Musicians, the Screen Actors' Guild, the Screen Extras' Guild (which has the backing of AAAA President Paul Dullzell), the Studio Plasterers, Studio Utility Employes, the Studio Drivers (which is affiliated with the powerful Teamsters' Brotherhood), and the Culinary Workers.

Realizing the gravity of the jurisdictional situation, the AFL issued an order which is more or less interpreted as backing the IATSE. Sorrell went to the meeting of the AFL in Miami to protest. A committee reportedly studied his complaint but stood by its original decision.

The IATSE claims the decision is very clear. Sorrell claims it needs clearing and has asked for clarification.

Apparently therefore the only sore spot between the two labor bodies should be who will represent the screen extras, and that apparently should be cleared up by the March 4 election.

But the matter goes deeper than that, observers say. There is still a conflict in jurisdictions which is honestly made. There is also the feeling the CSU must harbor when the eight AFL unions said they would go to work anyway if the CSU called a strike.

Sorrell claims that the present trouble which is involving the producers is not one of jurisdiction and points to the fact that he is trying to get higher wages for his unions. It is on this ground that a committee consisting of himself, Les Sanders of the electricians, and Jimmie Skelton of the carpenters, is meeting with the producers committee consisting of B. B. Kahane of Columbia, E. J. Mannix of MGM, Y. Frank Freeman of Paramount, and MPPA Vice-President Byron Price who used to censor the news during the war and before that was an Associated Press top man.

Sorrell generally wants the studios to keep the same wages but cut the working week to 36 hours instead of 48. Studio heads say this means about a 50 per cent increase since with a 36 hour week overtime would start after the 36 hours. Sorrell is also seeking pay raises for the studio office employes, but the studios claim that his union is no longer the proper bargaining agent so another national labor board election may loom there.

In their effort to show that top wages were paid in the studios, the studio committee released figures that show carpenters, painters and sheet metal workers connected with the film industry get $1.80 an hour against $1.50 an hour paid outside of the studios in Los Angeles. That machinists got $1.80 an hour in the studios while those outside got about $1.34.

Indulge in Name-Calling

The situation is further complicated by the fact that both sides have been indulging in a bit of name calling. Some speakers for the AFL groups have been called the CSU Communist-dominated. Some speakers for the CSU have been throwing the term "fascist" at the AFL leadership.

Sorrell, who has displayed considerable courage in his fight is now attempting to get a contempt of court jail sentence imposed on him thrown out. He was sentenced to 16 days on Jan. 7 apparently for ignoring an order about mass picketing around the Warner Bros. studios. Sorrell claims the injunction was illegal and is out on a habeas corpus on it, while the case is being argued.

Meanwhile the film industry is threatened with the possibility of another strike. What effect it will have on the production of films is not considered very serious at the moment even though the studios have said they will close down if a strike is called. Most companies have enough product to coast along for a period.

But the necessity of clarifying labor jurisdictions and other labor problems, publicly stated by MPAA President Eric Johnston, remains.

Schwalberg Joins UWP As Assistant Sales Head

Alfred W. Schwalberg this week was appointed assistant general sales manager of United World Pictures, Inc., according to an announcement by the company's president, William J. Heineman.

Schwalberg entered the motion picture industry with Warner Bros. in 1925 as traveling auditor. When that company took over First National in 1928, he became head of the contract department under Ned Depinet and in 1943 rose to the position of vice-president in charge of operations. In May 1944, he joined International Pictures as general sales manager.

Schwalberg, who is to assume his duties immediately with Wide World, will be elected a vice-president, Heineman said.

INDUSTRY NEWS

Wolcott Hits Moveovers, Extended First Runs

Opposition to extended first-runs and moveovers by producer-affiliated theatre circuits was voiced this week by Leo F. Wolcott of Eldora, president of the Allied Independent Theatre Owners of Iowa-Nebraska, who claimed the extended runs added to the problem of picture shortage.

Wolcott also came out strongly in opposition to producer-distributors allowing the reduction of their products to 16-mm. for showing in the country; distributors licensing their products for use by the so-called "jack-rabbits" or portable circuits; forcing licensing of foreign-made pictures with American-made pictures; and distributors allowing affiliated theatres to show two "A" pictures on one double bill.

Discussing the double "A" pictures, Wolcott said that if the affiliated theatres are allowed to show two on one bill, they should also license these pictures to the independents on such terms as will allow the independents to meet the competition.

He also stated "we are opposed to the practice indulged in by some of the distributors of flatly refusing (sometimes using the old print shortage gag) to release and date pictures to independents until they have played the affiliated circuits."

Sees Glimmer of Hope In Censor Situation

A ray of hope for the eventual success of realistic pictures in their fight against censorship was seen in Atlanta last week by Walter Wanger before he enplaned for Hollywood.

Wanger, who came out on the losing end of a tight fight to get an adverse censorship ban against "Scarlet Street" lifted, cited the fact that only three members of the board had backed City Censor Christine Smith in her ban and that it was only when the board chairman cast a vote that the tie resulted.

"I am particularly gratified by the fact that half the board, after seeing the picture courageously voted in its favor. . . . It is significant that only three members of the board voted to sustain the ban. Four voted against it. The Chairman, Mr. Milam, then cast the tying vote. "This is clearly not a vote to sustain the censor," said Wanger.

32 Rank Group Films In Production Stages

British motion picture producers affiliated with the J. Arthur Rank group report 32 top-budget films currently in production. Of these, 16 are now ready for release or in final stages of cutting, seven are in production and nine are ready to go before the cameras in the next few weeks.

Films in production include "London Town," "Great Expectations," "Bedelia," "Hungry Hill," "The Magic Bow" and "Top Secret." Chief among pictures preparing for showing are "Brief Encounter," "Men of Two Worlds," "Beware of Pity," "A Matter of Life and Death," "Caravan," "The Years Between" and "The Captive Heart." Set for production are "Odd Man Out," "Green for Danger," "The Gay Galliard," "The Small Back Room," "The Dandy" and "Digger's Republic."

Wolfe Cohen Heads East

Wolfe Cohen, vice-president of Warner International, left New York on Tuesday by plane on the first lap of a five-month inspection tour that will take him to London, Cairo, Bombay, Calcutta, Singapore, Shanghai and other eastern markets.

Noiseless Sack for Popcorn Gulpers

Science is wonderful, as Paragrapher Clyde Moore of the Ohio State Journal (Columbus) admits, but he has a simpler method for dealing with noisy popcorn eaters in theatres than even his own proposed development of a noiseless sack.

Says Paragrapher Moore:

"The Battelle Institute is always solving problems for the benefit of mankind and we wonder if some of the experts up there would mind devoting a few hours to devising a noiseless sack for the use of popcorn gulpers at movie theatres.

"If this problem seems too difficult, we will settle for a small noiseless hammer, which can be parked under each seat and used whenever needed to lull the noisy feeders into a state of unconsciousness."

Long-Run Singles on Upgrade in Columbus

The anticipated postwar box-office slump, feared by some theatremen, has not yet put in an appearance in Columbus, Ohio, as far as the downtown first runs are concerned. On the contrary, the four first-run theatres—RKO Palace, RKO Grand, Loew's Ohio and Loew's Broad—have been having a succession of holdovers and extended runs since the first of the year.

Champion long-run picture since the start of the new year was "The Bells of St. Mary's" which clanged away merrily for 25 days at the Palace and Grand. "Spellbound" was around a total of three weeks at the Ohio and Broad, being one of the few films ever to achieve a second week at the Ohio. "Leave Her to Heaven" scored an 18-day stay at the Palace and Grand and "They Were Expendable" was shown for 17 days at the Ohio and Broad. "The Lost Weekend" moved into the Ohio's select circle by doing two weeks.

It's notable that in each case the films were shown as single features, a policy which seems to be meeting with increased favor among local downtown theatre patrons.

Donahue-Coe Establishes Theatre Adv. Department

Donahue and Coe, national advertising agency with headquarters in New York set up a special theatre department this week with offices to be on the 25th floor of the RKO Building.

This new set up, which will be under the direction of Lloyd Seidman, agency vice-president and account executive for Republic Pictures, the Center, Astor, Rialto, Criterion, Rivoli, will coordinate the advertising activities of over 100 New York theatres. With Seidman will be Jack Murray, who handled the Capitol Theatre; Bill Kerman of Loew's Movie Guide; Fred Lynch and Nancy Wheeler, of the Radio City Music Hall; Mary Duffy, account executive of the Skouras Theatres; Julian Bass, James Washer, Harold Churchill and Howard Duncan, assistant account executives. Alan T. Bogart will head the art staff.

Dimes Marching On

Total collections of the industry's 1946 March of Dimes may equal and possibly top the record of $5,978,939 raised in 1945, reports received at national headquarters in New York this week indicate.

Loew's Circuit, which annually accounts for nine and a half to ten per cent of the national collections, reports $584,608, an increase of $12,000, while RKO Theatres nationally collected $272,581 as compared with $232,901 last year.

Individually, Loew's Capitol Theatre, Washington, with $28,292 and the Radio City Music Hall, New York, with $27,238, are ahead of last year.

Crime Wave Rampant In Montreal Theatres

Crime continues to take the spotlight in Montreal theatre circles, with several theatre managers and cinemas the focal point in news stories. In a similar raid to that staged at the Palace some weeks ago, gunmen struck in the early morning and escaped from the Francais with $7,000 representing the weekend receipts. Two men entered the house at 6 a.m., forced Nicholas Nationale, aged caretaker and Yvon Lambert, his young assistant, to lie on the floor. They smashed the safe and made their getaway. The Palace got taken in an early morning sortie by six gunmen for $8,000.

William Wright, of the Rialto and Albert Blondin, of the Corona were leaving for home one morning last week and ran into three bandits engaged in a smash-and-grab raid on a jewelry shop near the theatres. They boarded a passing taxi and chased the thugs for several blocks. One man was caught and jewelry was scattered all along Park and Mount Royal Avenues. The other two escaped.

Toronto Service Shows Terminate Late in March

Toronto's free Sunday afternoon shows for men and women in uniform are due to pass out by the end of March, reliable Canadian sources said this week.

The shows, presented without cost to the Dominion government, were born of wartime conditions and were presented by Toronto's four leading theatres. Since V-J Day, however, attendance has dropped to about 700 people and theatres feel that the Sunday matinees are no longer needed. When they were at first suggested to take care of the hosts of uniformed men and women during the war, moral reformers objected on grounds that they violated the Sunday closing law.

Goldenson Concludes Tour

Leonard Goldenson, Paramount vice-president in charge of theatre operations; Edward L. Hyman, theatre department executive and Walter Gross of the legal department have returned to the home office following a business swing around the country that took them to the coast, Dallas, Kansas City, Memphis and Chicago.

Depinet Drive in 2nd Phase

Walter Branson, RKO Radio western division sales manager, left over the weekend for St. Louis to join Dave Prince, captain of the Ned Depinet Drive, on the second phase of the campaign. Nat Levy, RKO Radio eastern division sales manager, returned Monday after a three week's tour of the company's southern exchanges. He is scheduled to join Prince in Detroit on February 27.

NEW YORK HERALD TRIBUNE, FRIDAY, D

elson Named World's No. 1 Male Athlete

olfer Takes onor Second ear in a Row

xan Piles Up 161 Points to 150 for Blanchard; Newhouser 3d With 73

Byron Nelson, winner of the ational P. G. A. championship nd eighteen other tournaments, vas named the world's No. 1 male thlete of 1945 yesterday by sports vriters across the country who voted the honor to the Texan for the second consecutive year. But the thirty-three-year-old shotmaker encountered tougher opposition in the annual Associated Press poll to select the best com-

Columbia is happy to have in release three thrilling golf shorts featuring BYRON NELSON . . . currently the hottest sports figure in America. Many requests have been received from exhibitors for bookings and re-bookings on these shorts. This is a great opportunity for smart showmen to capitalize on BYRON NELSON'S sensational nation-wide publicity.

A Word To The Wise!

Many exhibitors are taking advantage of the great public appeal of these shorts by showing and advertising them as a three-time series.

Additional prints are being supplied to all branches to fill the widespread demand for these three popular reels.



They're Hot!

1. Kings of the Fairways
2. Iron Masters
3. Chips and Putts

COLUMBIA PICTURES

INDUSTRY NEWS

Skouras Names Aides For Red Cross Drive

Plans for the Motion Picture Industry's Red Cross Drive which will be held throughout all branches of the industry March 14-20, were nearing completion this week, with Spyros P. Skouras, president of 20th Century-Fox and national drive chairman, announcing the following appointments:

Charles Schlaifer, 20th Century-Fox ad, publicity and exploitation chief, national publicity director.

Morris Kinzler of Kayton Spiero Ad Agency, associate national publicity director.

Neil Agnew, vice-president and general sales manager, Vanguard Films, co-chairman of the Corporate Gifts and Home Office Collections Division.

William C. Michel, executive vice-president of 20th Century-Fox, co-chairman of the Corporate Gifts and Home Office Collections Division.

Irving Kahn, radio manager of 20th Century-Fox, radio chairman.

William J. Kupper, general sales manager of 20th Century-Fox, national distributor chairman.

Donald A. Henderson, treasurer of 20th Century-Fox, treasurer.

Martin Moskowitz, executive assistant to William J. Kupper.

Sam Shain, 20thCentury-Fox, is serving as executive assistant to Mr. Skouras.

Seymour Peiser, advertising and publicity director for Fox West Coast, and Bernard Hynes, managing director of Fox Inter-Mountain, are executive assistants to Harold J. Fitzgerald, president of Fox Wisconsin Theatres, who is national campaign director for the drive.

National Screen Service has again volunteered the use of its nationwide services for the distribution of trailers and accessories for the drive.

In contributing its services, Herman Robbins, NSS president, pledged the fullest cooperation of his organization to make the 1946 Red Cross Drive the most successful in the history of the industry.

RKO Sets Tradeshows On Five Productions

RKO Radio will hold tradeshowings of "From This Day Forward" on February 25, except in Los Angeles, New York and St. Louis, where the picture will be shown on February 26. "Riverboat Rhythm" will be tradeshown February 25, except in St. Louis, where it will be shown the following day, and New York, where it has already been shown. "Deadline at Dawn" will be screened February 26, with the exception of New York, Los Angeles and St. Louis, where it will be shown the following day. Screenings of "A Game of Death" will be held February 26, except in St. Louis, where it will be shown February 27, and "Tarzan and the Leopard Woman" on February 27, except in St. Louis, where it will be shown February 28. Both 'Game of Death" and "Tarzan" have already been tradeshown in New York and Los Angeles.

Cinema Lodge Tribute

New York Cinema Lodge, B'nai B'rith, whose membership in the film and amusement industries now has grown to almost 800, on next Tuesday night (Feb. 26) will honor its past presidents, including Al Schwalberg, newly-appointed assistant general sales manager of United World Pictures; Arthur Israel, Jr., Paramount attorney; Irving Greenfield, Loew's attorney, and Adolph Schmel, Universal counsel. The affair will be held at the Astor Hotel.



HEAD RED CROSS DRIVE. Spyros P. Skouras, right, and Harold J. Fitzgerald, respectively chairman and campaign director for the 1946 Red Cross drive in the film industry, photographed at a meeting in New York last week, when preliminary plans were set up for collecting funds for the Red Cross at theatres during the week March 14-20.

Bergman, Crosby Honored

Bing Crosby and Ingrid Bergman were chosen as top motion picture actor and actress in a poll of readers to be announced in the March 7 issue of *Young America*, youth publication with a circulation of 385,000 copies. The award is based on their work in "The Bells of St. Mary's."

'Drayonwyck' Tradeshows

Twentieth-Fox's "Dragonwyck" will be tradeshown in all exchange centers during the week of February 25.

The Personal Slant

Lloyd L. Lind, vice-president and assistant general sales manager of PRC Pictures, Inc., off last Monday night on a tour of exchanges and first-run situations.

Pat Scollard of Paramount and Allan Cummings of MGM were scheduled to leave Friday for the coast to enter negotiations with "back room" employes whose contracts are up for discussion.

RKO Director of Advertising and Publicity S. Barrett McCormick succeeds David Lipton as chairman of the MPPDA Public Information Committee. New member of the committee is Ben Serkovich, Columbia's new publicity and advertising head.

Back to *Motion Picture Magazine* as managing editor after a three-year absence during which he was in the Navy, goes Maxwell Hamilton this week.

MGM's Sam Burger, back from a two-week trip to Mexico reportedly won't unpack the suitcase but is headed shortly for another trip to the Latin countries.

Henri Klarsfeld, who handles Paramount's organization in France, Holland, Belgium and Switzerland, is due back in the states soon to confer with Paramount International President George Weltner.

Warner Bros. Vice-President in Charge of Sales Ben Kalmenson returned to New York this week after a tour through the midwest and the south.

Allied Presents Plan to Eliminate Checking

The skeleton of a plan which it is said advocates abandoning theatre checkers in favor of bonding theatres and providing a regular periodic audit of their books, was submitted to distributors in New York this week by Col. H. A. Cole on behalf of the Allied States Association.

Col. Cole would not comment on the long expected Allied plan beyond acknowledging that it had been sent out. No comments came from distributors either though reliable sources indicated that the plan reportedly was largely in the nature of an outline which might be intended to open further conversations on the subject.

In declining to reveal the plan, Col. Cole said: "The Board told us to submit it and give the distributors sufficient time to answer."

For that reason, he said, he would not comment further.

Copyright Law Studied; Sargoy Heads Committee

Study of the present copyright law by the American Bar Association with a view to the law's possible revision, was seen in Washington this week as the association's committee on copyrights of the section of Patent, Trade Mark and Copyrights, was understood to have such a study on its schedule.

Renamed as head of the committee is Edward A. Sargoy, associated with the Copyright Protection Bureau and who, with Joseph L. Stein, represents each of the eight major film producers on copyright problems. Reappointed also was Broadcast Music's Sydney M. Kaye.

New members include Maurice Speiser, general counsel of the National Association of Performing Artists; T. Newman Lawler, partner in the law firm of O'Brien, Driscoll and Raftery, who represent United Artists; and Neville Miller, past president of the National Association of Broadcasters.

Lobby Collection Box Aids Stamps for Wounded Drive

Stamps for the Wounded, a campaign currently being conducted by philatelists throughout the nation to provide postage stamps for hospitalized servicemen "to take their minds off white ceilings and black futures," received added impetus recently when the Baldwin, L. I., Kiwanis Club placed a display and collection box in the lobby of the neighborhood theatre. Within three weeks patrons donated several thousand stamps to the cause.

Collection boxes in theatre lobbies is one of the most effective means by which Stamps for the Wounded can amass sufficient stamps to supply the wounded servicemen, according to Ernest A. Kehr, national chairman who expressed the hope that other theatres would make collection boxes available for patrons' stamp contributions.

Smith Joins Musical Digest

Edward Smith, for the past 12 years on the editorial staffs of various film trade publications last week resigned from SHOWMEN'S TRADE REVIEW to accept a post of associate editor of Musical Digest.

Kentucky Tax Stands

Kentucky amusement taxes will remain as the senate of that state by a 22-10 vote defeated a bill to repeal the tax which reportedly brought a million dollar annual yield.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

SCREEN ADVERTISING—BANE OR BOON?

By Jack Jackson

Following up detailed information about candy and popcorn merchandising as an added source of theatre revenue, here's the complete outline of that most controversial of all "additional income" items—screen advertisements. The subject, as theatremen will find in reading this highly informative article, is treated in a wholly detached fashion and in a way that gives all the facts for your own determination as to whether screen advertising is to be avoided like a plague or something to be embraced as a necessary income asset.

In a recent article I tried to give you a bank's-eye view of concession stand operation and to chronicle the modus operandi of successfully conducting one of these "penny-nickel-dime" mines.

There is another excellent manner of adding materially to theatre revenue, the adoption or rejection of which has been a moot question among big and little theatre operators everywhere for many, many years.

Screen advertising has been cussed and discussed so exhaustively that I, being of frail physique and totally lacking in temerity, will attempt to avoid the melee by simply starting a fire of facts, as I have been able to determine them, and grabbing a safe seat on the sidelines to watch the cauldron boil and the scalding soup ladled out according to each man's desire.

Let's measure the hurdles and examine the pitfalls first.

The outstanding objection to screen advertising is usually registered by the local newspapers who, for some unknown reason, seem content to accept outdoor billboards, sandwich men, barkers, loud speakers and other means of attracting public attention to the wares of various merchants the while they cry like stuck pigs about advertising on theatre screens. The usual argument is that screen advertising takes money that merchants would spend in the display columns of the paper if they were denied the use of theatre screens. And, the penalty for ignoring their complaint is a reduction in publicity lineage and art. Why similar action is not taken against auctioneers and other merchants resorting to media other than the newspaper to market their wares is and always has been an enigma to me. However, opposition from this quarter has been widespread and so it deserves profound consideration.

Objections Can Be Overcome

"Ads on the screen are obnoxious to patrons." That remark is frequently made by proficient theatremen and possesses considerable validity, in cases where the showman has no control over the kind, length, number, etc. of ads to be shown.

"The revenue is too small to compensate for the effort and headache," is another frequent statement.

"The content of the pictorial display and accompanying dialogue are not a fair picture of the advertiser and his business."

"The ads become tiresome and interfere with the attention given the trailers on coming attractions."

"Conflicting business ads," "too many ads," "quality and quantity of ads."

All of the above are valid objections to screen advertising but each in its turn has been answered by theatremen who do use the screen advertising and who claim all such objections can be overcome if the exhibitor gives thorough study to the overall picture and makes his own rules as to number, length, quality, etc., and by proper program construction to spot the ads in the right places.

The one objection which has not been answered, is that screen advertising is "forced" advertising. This factor is beyond the control of the theatreman other than that he is privileged to insist that the ads contain the ingredients of entertainment, appropriate music, etc.

Most newspaper publishers will be quick to recognize the fairness of the theatre's

(*Continued on Page* 14)

Fashion Shows Effective In Attracting Patronage

One of the most effective, inexpensive and potent box-office stimulants, appropriate now that the new year has begun, is the staging of a "1946 Fashion Show," exploiting new winter and pre-spring styles. This popular type of exhibit not only produces an enticing drawing power for both male and female, but at the same time provides a highly entertaining added attraction.

The campaign itself is promoted in connection with leading progressive merchants, those who will feature dresses; those who will feature beachwear, (notice the male attraction); those who will feature hats, even to the point of having a beauty salon contribute the hair styles of the models. A fashion spectacle is actually a culmination of the activity of a store or a group of stores popularizing women's modes, using a theatre's stage as a showcase. Thus, in no way should the house be charged for the expense incurred with the production.

It should be kept in mind that one of the many advantages in promoting a fashion show is the fact that it rates high on the list of many popular department stores' advertising campaigns. However, theatremen are advised to hasten in their efforts, for the stores themselves will hold these shows before Easter unless theatre cooperation is forthcoming. Procuring a theatre for publicizing milady's up-to-date-wear denotes a minor triumph for the merchandiser, for in this manner he can command far greater attention than is possible in the limited space of his store.

A 'Fashion Show' campaign could possibly be run along the following lines:

1. A small orchestra or musical combination should be employed, as well as a few acts of local talent to be used as 'fill-ins' between displaying the different fashions.

2. Where convenient, models should be engaged from well known families, colleges, and personalities in the town.

3. Glamorize the decor of the stage with attractive modern furniture, colorful flowers and alluring drapes to be donated by various merchants, in return for posters and banners in the lobby announcing the make and donor of the gifted items.

4. Have multi-colored spotlights so arranged that models will be "covered" from the time they enter the stage until they depart.

5. Copy about tie-in, fashions and models, should be relayed to the local papers to be plugged well in advance of the attraction.

6. Display announcing tieup, with proper

(*Continued on Page* 15)

Repair Broken Sidewalks

Broken sidewalk or curbing in front of the theatre usually, by local ordinance, is the responsibility of the theatre and any accidents caused by such breaks can be the cause of law suits for personal damage. An occasional check on this will obviate the possibility of such an accident.

Marquee Letters Secure?

Damaged marquee letters with bent edges may not fit snugly enough to prevent dislodging and falling in a strong wind. An order to the maintenance man or whoever changes the letters to notify the manager when the letters need replacement should be placed immediately to prevent possible accidents.

THEATRE MANAGEMENT

(*Continued from Page* 13)

position if it is explained properly. Screen advertising has figured prominently as a needed adjunct to box-office revenue ever since the early days of Thespianism. There is no just premise on which to base any claim that theatres are not entitled to use the facilities they own and pay for in any manner that promises a fair return for the charges assessed.

I would readily wager that the street drop of Shakespeare's "Merchant of Venice" carried ads suggesting that the patrons visit Kimberly's Pub after the show or to be sure to use " 'andsome 'arry's 'andsome" for a jaunt through the park to make the evening's enjoyment complete.

It is just as fair to question the newspaper publisher's right to hire his own photographer, sell scratch pads, engage in job printing or any one of a dozen and one other activities they consider legitimate sidelines but which nevertheless infringe on the potential market of other local merchants.

The theatreman's argument with the publisher is not a difficult one. The information he publishes about attractions at his theatre is "news" and "news" is his business—his very bread and butter—and the readers of his paper will be quick to resent any deletion of motion picture happenings and he knows it. That's the highest hurdle, it seems to me and it is not one that a resourceful showman would find insurmountable by any means.

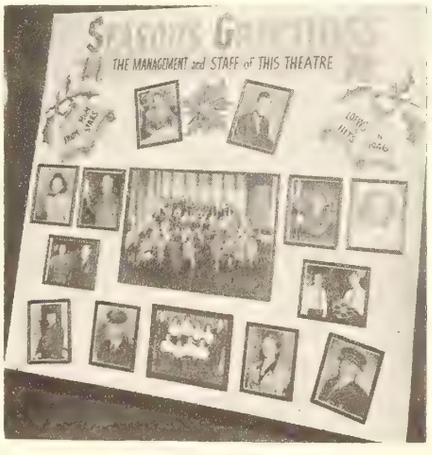
As to the ads being obnoxious to patrons, lots of them are, no doubt about that. But if the theatreman sets the rules under which he will exhibit screen advertising and does his business with a reliable agency—and there are many such in the field today—he can overcome this patron-objection angle. Showmen who claim they have done so most successfully, say the theatre must insist—and put it into the contract—upon a reasonable limitation of footage for each merchant—they say 50 or 60 feet is about right. Also, they say that a limit of 3 merchant ads for any period is advisable. Also there should be insistence on appropriate accompanying music, excellent photography and personal check to make sure the merchant is fully satisfied with the promises made by the solicitor.

The size of the revenue is entirely up to you and it is regrettable to say but nonetheless true that most theatre men undersell their screens. Selling the screen too cheaply is one sure way of inviting undesirable merchants and prodding the newspaper publisher to deal with you as an unfair competitor. Keeping the price and quality of advertising up will exclude the junk shops and fly-by-nights and give prestige and dignity to your advertising presentations while at the same time preventing complaint from the publisher because of the wide differential in price.

Less and better screen ads at higher prices are the surest safeguard against newspaper opposition. After all, the newspaper cannot offer anything like fair competition to the screen which gives the advertiser 100 per cent attention of the observer as well as the three-way appeal of animation, sound and illustration. The newspaper's one-way reader circulation, with the advertiser's message in direct competition with so many demands for the attention (recent surveys show an average of but 17 per cent readership to each ad), is a very poor second-best in any race for advertiser preference.

In order to keep the pictorial content and accompanying dialogue of screen ads in line with the actual facilities of the advertiser and his business it will be necessary for you to act as guide and counsel to the advertising solicitor. Your contract must give you the privilege of rejection or acceptance, and you'll have to insist that a "library shot" with "set dialogue" where a palm-studded background of ornate splendor, with waiters attired in tuxedos transferring sizzling steaks from silver platters to immaculately covered and expensively decorated tables for guests wearing formal evening attire, is not used to advertise Joe's Hamburger Bar. I've been in attendance where the exhibition of the ad described brought loud and boisterous ridicule from the audience. Such lapses are unforgivable—on the theatre owner's part.

If the ads interfere with the patron's attention to trailers, you can correct the situation by the simple process of avoiding the "bunching" of trailers. Try breaking up your trailers—and the ads too—between the subjects. In some instances it will be impossible, but most programs will permit the showing of one trailer and one or two ads in one spot and the balance in another, with short subject or newsreel breaks between. I believe we've satisfied ourselves that the obstacles in the way of adding good screen advertising to theatre activities are not insurmountable so let's go on to the always pleasant business of contemplating on potential profit.



FOR YOUR STUNT FILE. Above is illustrated one of many ways in which the showman can personalize his theatre and its personnel. The excellent example of "localized" appeal shown here was devised by Manager Carl Rogers of Loew's Broad Theatre, Columbus, Ohio. It was a giant Christmas card featuring photographs of the theatre's personnel. The center picture is one in color showing MGM stars. The "card" was displayed in the lobby of the theatre.

This is where I have to "build you up" to keep you out of that category that undersells their screens.

Of prime importance to the advertiser is the type and financial status of person who sees, hears, reads and is impressed by, the message offered. Your customers, Mr. Theatre Operator, are the "creme de la creme" of your community because: their very presence in your theatres indicates their appreciation of the nicer and finer things of life; they have money to spend—if they were broke they could not have bought a ticket; they have leisure to enjoy the things they want and are able to buy. You tell me, where else an advertiser can go to contact such a group of sure-fire potential prospects for his merchandise?

Look over your attendance reports for the past year to determine the average number of this "prize potential market" you are in position to introduce to the advertiser every week, and establish the price of your screen advertising accordingly. I recently listened to a highly intelligent discussion on this subject by the executives of one of the nation's larger theatre chains. The consensus was that fewer ads of higher quality from the more dignified and reputable merchants was to be desired. That business offering offense to any audience faction such as beer, liquor, wines or the less desirable merchants would be denied the use of their theatre screens. That a special effort would be exerted to enlist fashionable ladies apparel shops, high grade milliners, furriers, etc. to join with the reputable national advertisers in presenting entertaining and colorful messages to the customers of their theaters.

That looks like a formula that is possible in every town or community and good reputable advertising agencies who specialize in screen ads can always be contacted to carry out the merchants' desires in the way of pictorial and dialogue outline.

The same group of executives concluded that increasing the price would lessen the resistance of the better merchants who heretofore had omitted screen advertising from their budgets because of the less reputable advertisers the low prices had attracted. The price formula was set at $2.50 to $3.00 per week per thousand patrons based on last year's attendance, with reduction to 80 per cent of the previous year in situations affected by the partial closing of war plants, etc.

Summed up it looks like a pretty swell source of revenue.

THEATRE MANAGEMENT

Diplomacy Requisite in Handling Crowds

Presence of Manager with Pleasant Assurance Will Placate Waiting Patrons

During the recently concluded war years when inexperienced theatre staffs were the rule rather than the exception it was not unusual for managers to observe, with considerable mental pain, that their customers were being literally shoved around like cattle when the peak crowds harassed ushers and usherettes who knew nothing about handling them except to hotly retort with the first expression that came to their minds and their lips. This situation, of course, did nothing to enhance previously favorable reactions to the theatre and certainly established a more or less bellicose attitude on the part of those who might have had verbal altercations with the theatre crew.

With the looming probability that moviegoers are going to be a little more discriminating in their choice of the theatres they will attend, it behooves managers to start a school of thorough training of the staffs which soon will be more permanent, so that unpleasantness in the handling of future crowds may be avoided.

Set Course of Action

In planning to handle future crowds a course of action should be determined well in advance. A knowledge of your foyer and lobby should enable you to determine the best way to line up a crowd so that the first arrivals may be seated first when seats become available. Posts and standee tapes may be required, and usually are, but care should be taken that tapes should not be held by ushers in such a manner that more than a light pressure is put upon anyone, otherwise the "herding" reaction will be resented and complaints will be numerous. Allowance should be made for free movement of patrons in and out of the theatre, and great care must be used to prevent the blocking of fire exits.

One primary and vital thought which managers will do well to keep in mind is this: If you make the wait pleasant, your patrons will not mind waiting. And one of the most important things that will make the wait as pleasant as possible (with the exception of lobby entertainment) is your patrons' knowledge that seating is being arranged on a first-come, first-served basis. Crowds are apt to become boisterous; they are liable to push and shove; they might break your lines and roam the aisles looking for seats themselves, should any violation of this important factor be permitted by your staff. Dissatisfaction and loss of goodwill is the inevitable result of such an occurrence on the part of both the seat hunters and those who already are seated and trying to enjoy the show.

Will Preclude Complaints

Every manager knows, or should know, that announcements should be made at the box-office window, before tickets are purchased, that there will be a wait of a definite length of time for seats, or that seats are available in the balcony only. This will preclude complaints in most cases from waiting patrons. When they finally get into your theatre they will be prepared to wait, and the presence near the waiting crowd of the manager, assistant manager, or someone in authority to immediately answer questions pleasantly or to reassure the waiting patrons that seats will be available in ten minutes or whatever the time actually is, will go a long way toward maintaining the even temper of the crowd and the valuable goodwill your theatre requires for successful operation.

There is always present the man or woman whose sense of inferiority demands that special attention be given him. Everyone in theatre business at one time or another has had to "yes" the pest who loses his temper, has had a fight with his wife, or for some reason demands to see the manager—he wants his money back—he can't wait for seats, etc., etc., and etcetera! The application of a little diplomacy more often than not satisfies this type of person. By drawing him out of the line and aside and by explaining, confidentially, that his type of person should not have to wait, but that you're dreadfully sorry that the crowding has inconvenienced him and that you are sure that he will be able to get excellent seats in so many minutes usually suffices. The fact that he has received the manager's personal attention and reassurance gives a lift to the injured ego and he usually retires to his former place in line, becomes meek and easily directed with the inward sense of satisfaction that "I certainly told him!" He almost always forgets that he has gained nothing!

A Problem—But Not Serious

The vociferous guy who directs his corny wit at one of the ushers by asking for two singles together or some such Joe Millerian crack, is a problem, but not a serious one. A smart manager can use this type to divert the minds of waiting patrons by a mild exchange of the same sort of banter, making the waiting time pass more quickly.

The manager's presence in the lobby or foyer goes a long way toward informing a crowd that he has their interests in mind and that he is doing everything possible to make their wait as short as he can. Leaving crowds alone, or with just an usher present is an almost sure way to start grumbling and discontent. Demonstrate in every way you can that you appreciate the fact that these people are willing to stand and wait to get seats in your theatre.

Never Display Partiality

Just one more "don't." Never make a display of partiality by singling out individuals and giving them seats ahead of others except in the case of single seats that have been refused by those at the head of your line. Nothing arouses the ire of a crowd more quickly.

Old ladies, mothers with babies, the infirm—these may be given high priority in seating without resentment from the others. They'll never resent any common sense move on your part—provided that it's basically correct—that shows concern and good manners.

Actually the best way managers can learn to handle crowds is—to handle crowds! Get right down with the crowds, talk to individuals. Subordinates in charge are not enough. The presence of the manager, simply because he is the manager and carries authority, is the best assurance to your standees that they will be given proper attention. Handled correctly, they'll come again, and again—and what's more they won't mind standing!

Curbs Juvenile Delinquency

With acts of vandalism running extremely high in Lewistown, Montana, Jack Welsh, city manager, opened his long-closed Broadway Theatre and then concentrated his efforts toward curbing he juvenile delinquency problem. Welsh argued that by giving youngsters something worth while to do, including fundamental business training, they might keep their minds from entertaining petty deeds. At the same time he felt he had a possible solution to the closed-house expense each week.

The innovation of a "Youth Theatre" was brought into effect, which involved operation of the house by the youth of Lewistown. Including all phases of management, juveniles selected their manager and then designated the staff right down to a publicity director.

As a result, the theatre is operating profitably, young people are getting sound training and experience, and a general reduction in juvenile delinquency is being effected. Surely there are many other "white elephant" theatres that could be put to the same valuable use in other cities.

Fashion Show Effective In Attracting Patronage

(*Continued from Page* 13)

theatre and playdate credit, should be featured in all cooperating merchants' windows.

7. Run a trailer listing the name of contributing stores and models.

8. Have local newspaper fashion editors sponsor, direct and announce the show.

9. Heralds should be distributed at the theatre and at the cooperating stores two weeks in advance.

10. Where possible, have a sound truck ballyhoo the show on opening night.

11. Design a carpeted runway leading from the center of the stage out over the orchestra pit into the auditorium for about five or six rows.

12. On the opening day of the event, or perhaps the evening before, induce newspapers to carry front-page items, while inside should appear a large layout featuring merchant ads, details of the show, list of models, etc.

As a novelty idea, which incidentally has been tried with great success, is that of an extra added "Male Fashion Show" which might tail-end the women's exhibit. Same tieup could be put into effect with local men's shops, window displays and newspaper stories.

Inspect Roof Wiring

An examination of the often neglected electric wiring on the theatre roof will reveal whether or not it is properly supported and if the insulation has begun to rot or wear from exposure.

Check the Lights

A periodic check of lighting in washrooms, on stairs, over exits, in aisles and in other strategic spots can prevent accidents that might prove costly to the patron as well as to the theatre.

THE BOX OFFICE SLANT

The Catman of Paris

Republic Horror 65 mins.

AUDIENCE SLANT: (Adult) Another horror offering, with little of the usual amount of suspense.

BOX-OFFICE SLANT: Will make a satisfactory secondary feature in the usual horror situation.

Cast: Carl Esmond, Lenore Aubert, Adele Mara, Douglass Dumbriile, Gerald Mohr, Fritz Feld, Francis Pierlot, George Renavent, Francis McDonald, Maurice Cass, Alphonse Martell, Paul Marion, John Dehner, Anthony Caruso, Carl Neubert, Elaine Lange, Tanis Chandler, George Davis: **Credits:** Produced by Marek M. Libkov. Directed by Lesley Selander. Original screenplay by Sherman L. Lowe. Photography, Reggie Lanning.

Plot: Paris is terrorized by the Catman, who roams the darkened streets, bent on murder. A writer is suspected of being the Catman, but cannot deny it because of a strange illness that leaves him with lapses of memory. His young sweetheart risks death to prove to herself and to him that he is not the dread creature. With the help of police, she rounds up the monster and kills him. The young man is released from the hypnotic influence and is reunited with his faithful sweetheart.

Comment: Although a typical horror picture, "The Catman of Paris" lacks the atmosphere, suspense and bloodcurdling occurrences the fans expect to find, and becomes instead just a dramatic story about one man's fears. But it will serve satisfactorily as a secondary feature on a horror bill, for it does have several killings and a shadowy figure who turns into a cat with the first sound of a meow. Title role is well handled by Carl Esmond, and Douglass Dumbrille gives his usual smooth performance in a role of equal importance. Lenore Aubert and Adele Mara are okay as the two women in Esmond's life and Gerald Mohr and Fritz Feld make satisfactory police investigators. Direction is by Lesley Selander; production by Marek M. Libkov.

Dragonwyck

20th-Fox Drama 103 mins.

AUDIENCE SLANT: (Adult) A class picture for those who like tense, absorbing, costume dramas, without the advantage of any light or comic moments, but with unusually splendid portrayals.

BOX-OFFICE SLANT: Plenty of names to sell. Top product for the class houses where the serious type of patrons predominate.

Cast: Gene Tierney, Walter Huston, Vincent Price, Glenn Langan, Anne Revere, Spring Byington, Connie Marshall, Henry Morgan, Vivienne Osborne, Jessica Tandy, Trudy Marshall, Reinhold Schunzel, Jane Nigh, Ruth Ford, Scott Elliott, Boyd Irwin, Maya Van Horn, Keith Hitchcock, Francis Pierlot. **Credits:** Written for the screen and directed by Joseph L. Mankiewicz. From the novel by Anya Seton. Photography, Arthur Miller.

Plot: The daughter of poor but proud farmer is sent to live with a wealthy, distant relative. She marries the man of the household, after his wife dies under strange circumstances. His actions become more and more sinister after their young son dies. With the help of a young doctor who is in love with her, she at last learns the truth about her husband, and escapes after he is killed by one of his tenant-farmers.

Comment: Though this is a splendidly made, excellently portrayed, tense, absorbing drama, it is not the type of film that will attract the average theatregoer. It is a class picture that will find its best following among the more serious type of patron, for it is a tale about one man's obsession, without any light moments or comic relief throughout its entire unfolding. The entertainment it carries is comparable to that found in "Jane Eyre" and pictures of like calibre, with their strange atmosphere, mood and suspense. Gene Tierney in the leading role is excellent and Vincent Price, as the egomaniac, gives a performance that is memorable with its shadings of insanity and rationalism. Of exceptional merit, too, are the performances turned in by Walter Huston, Anne Revere, Glenn Langan and Vivienne Osborne. Joseph L. Mankiewicz deserves credit for his masterful direction and the screenplay of this Darryl F. Zanuck production.

Legion of Decency Ratings

(For Week Ending Feb. 23, 1945)

Note: Because of the Washington's Birthday holiday, no Ratings for this week were obtainable at time of going to press.

Riders of the Santa Fe

Universal Western 65 mins.

AUDIENCE SLANT: (Family) This story of the frontier has all the ingredients necessary—and more—to please action fans.

BOX-OFFICE SLANT: While Rod Cameron isn't as strong at the ticket window as some other Western stars, this offering will add to his following. Fuzzy Knight has a good name as a slapstick Western comedian, too.

Cast: Rod Cameron, Fuzzy Knight, Jennifer Holt, Eddie Dew, George Douglas, Lane Chandler, Budd Buster. **Credits:** Produced by Oliver Drake. Directed by Wallace W. Fox. Photography, Maury Gertsman. Screenplay, Ande Land.

Plot: During the pioneer days out West, a bad hombre illegally takes possession of the region's water rights. Legitimate ranchers of the community are in a jam because livestock is threatened with extinction because of thirst. The town marshall finally gets the goods on the villain, after seeming to side with him.

Comment: This Western has a better-than-average drive to it, with many of the normal situations eliminated. Direction is excellent, making the most of the screenplay. Rod Cameron screens well and has a good speaking voice. Fuzzy Knight is one of the best bets in action pictures for comedy roles; he is always good for a laugh when he appears. Toward the end of the film, there is a little too much gunplay, evidently overdoing the battle between the good and bad forces—but many Western fans can't get enough of this thing. Photography is very good. Jennifer Holt as the girl is fine for her type of role, usually done in a mediocre way. The picture will really please in Western situations everywhere.

Sweet-Tooth Culprit

For breaking into the Century Theatre, Hamilton, Ont., and stealing 600 chocolate bars, to which he pleaded guilty, Donald Trowbridge, 20, of St. Catharine's, was sentenced to two and one-half years in prison.

Young Widow

United Artists Drama 100 mins.

AUDIENCE SLANT: (Adult) Slow-moving story lacks smooth continuity, thus lessening its chances of complete audience enjoyment. Just a moderately entertaining film for average audiences.

BOX-OFFICE SLANT: Concentrated exploitation on the much-publicized Jane Russell may produce better-than-average business.

Cast: Jane Russell, Louis Hayward, Faith Domergue, Marie Wilson, Kent Taylor, Penny Singleton, Connie Gilchrist, Cora Witherspoon, Steve Brodie, Norman Lloyd, Richard Bailey, Robert Holton, Peter Garey, Bill Moss, Bill 'Red' Murphy. **Credits:** Produced by Hunt Stromberg. Directed by Edwin L. Marin. Screenplay by Richard Macauley and Margaret Buell Wilder from a novel by Clarissa Fairchild Cushman. Additional dialog by Ruth Nordli. Photography, Lee Garmes.

Plot: Jane Russell, widow of a flier killed in action, returns to her newspaper job in America, despondent and unable to forget her dead husband and the things they did together. She meets Lt. Louis Hayward, whose attempts to make her fall in love with him fail until he is about to leave for Japan. Their actions and reactions to each other and the gradual change in her point of view develop as their liking for each other increases. She promises to wait as his squadron flies toward the Pacific.

Comment: Whether the fault of direction or editing, "Young Widow," in itself a slow-moving story, lacks smooth continuity, thus lessening its chances of complete audience enjoyment. The picture has been accorded excellent production values, including photography and musical scoring, as well as excellent performances on the part of all but the two principals. Louis Hayward limns his portrayal in an apparent tongue-in-cheek manner, while Jane Russell, although as beautiful as any girl yet to appear on the screen, is unable to meet the demands of a role that would be difficult for the most seasoned performer to accomplish with any degree of believability. Penny Singleton and Marie Wilson, the former as the wife of a Navy man who waits for the day when he will return, and the latter again as a dumb but luscious blonde, contribute notable performances, especially Miss Singleton, who plays one scene in a manner that should bring tears to most feminine spectators. As a whole, "Young Widow" is just a moderately entertaining film for average audiences, although concentrated exploitation on the much-publicized Jane Russell may produce better-than-average business.

The Bandit of Sherwood Forest

(Color)

Columbia Drama 85 mins.

AUDIENCE SLANT: (Family) Another enjoyable, colorful tale about Robin Hood's adventures. Made in magnificent Technicolor, it has both eye-appeal and heart-appeal and is excellent entertainment for everyone.

BOX-OFFICE SLANT: Only marquee name may be Cornel Wilde, but it's worthy of other means of attracting, for the customers will get their money's worth and word-of-mouth will build a following.

Cast: Cornel Wilde, Anita Louise, Jill Esmond, Edgar Buchanan, Henry Daniell, George Macready, Russell Hicks, John Abbott, Lloyd Corrigan, Eva

(*Continued on Page* 19)



Gainsborough Made
Her Famous In 1786



Paramount Makes Her
A Sensation In 1946

Kitty

She's That Man-Hunting London Hussy Who Made A Career Out Of Love!

FROM THE DARING NOVEL YOU'VE HEARD ABOUT



PAULETTE GODDARD · RAY MILLAND

In the Spiciest Role in Hollywood History

In An Amazingly Different Follow-up to "The Lost Weekend"

in

"Kitty"

With PATRIC KNOWLES · CECIL KELLAWAY · REGINALD OWEN · CONSTANCE COLLIER

A MITCHELL LEISEN Production

Gorgeously Screened on the Same Grand Scale As His "Frenchman's Creek" and "Lady In The Dark"

Produced by Karl Tunberg

Directed by MITCHELL LEISEN

Screen Play by Darrell Ware and Karl Tunberg

It Will Follow In The Long-Run Footsteps of "Love Letters" and "Lost Weekend" At The N. Y. Rivoli!

BOX-OFFICE SLANTS

The Bandit of Sherwood Forest

(*Continued from Page* 16)

Moore, Ral Teal, Leslie Denison, Ian Wolfe, Maurice R. Tauzin. **Credits:** Directed by George Sherman and Henry Levin. Screenplay by Wilfrid H. Pettitt and Melvin Levy. Story by Paul A. Castleton and Wilfrid H. Pettitt. Based upon the novel "Son of Robin Hood" by Paul A. Castleton. Photography, Tony Gaudio, Williab Snyder, George B. Meehan, Jr. Technicolor Color Director, Natalie Kalmus; Associate, Francisco C. Cugat. Produced by Leonard S. Piscker and Cliord Sanforth.

Plot: Robin Hood and his band set out to rescue the boy King of England when they learn that his death is being plotted by the tyrannical Regent. They almost succeed, but Robin Hood and a lady-in-waiting are trapped in the palace and thrown in the dungeon. The Regent challenges the young bandit to a duel, after withholding food and water for three days. But the young lady helps by sending him some of her victuals, and Robin Hood is victorious.

Comment: Columbia brings back to the screen that adventurous character Robin Hood in this latest Technicolor offering. For the patrons who enjoyed his many adventures in the past and for those who like good, exciting, colorful stories this will prove excellent entertainment. From the opening scene to the final, thrilling duel between Cornel Wilde in the title role and Harry Daniell as the tyrannical Regent, the picture is filled with rousing action. There are plenty of gay, happy moments and a romance that will have both men and women rooting for the young lovers. The Technicolor photography is magnificent and the settings and costumes in excellent taste; factors which contribute much to the telling of the story. Cornel Wilde is splendid in the role of the son of Robin Hood and Anita Louise gives a fine performance as Lady Catherine. But though their parts dominate the story, and their work is outstanding, there are many other members of the fine cast who impress by reason of fine characterizations. Among them: Jill Esmond as the Queen, Edgar Buchanan as a Friar, Russell Hicks as the original Robin Hood and Henry Daniell as the Regent. Direction credits go to George Sherman and Henry Levin, and both Leonard S. Picker and Clifford Sanford are credited with handling the production reins.

The Madonna's Secret

Republic **Drama** **79 mins.**

AUDIENCE SLANT: (Family) Excellent entertainment with top-notch performances by Francis Lederer, Ann Rutherford and Gail Patrick. A little too involved to be thoroughly enjoyed by most children.

BOX-OFFICE SLANT: With stronger marquee names this might have been a top boxoffice draw. Even as it is the picture should do better than average business, particularly since word of mouth advertising is bound to be favorable.

Cast: Francis Lederer, Gail Patrick, Ann Rutherford, Edward Ashley, Linda Stirling, John Litel, Leona Roberts, Michael Hawks, Clifford Brooke, Pierre Watkin, Will Wright, Geraldine Wall, John Hamilton. **Credits:** Associate producer, Stephen Auer. Directed by William Thiele. Original screenplay by Bradbury Foote and William Thiele. Photography, John Alton.

Plot: Three models who worked for artist Francis Lederer each have been found successively murdered under almost exact circumstances. Ann Rutherford, sister of one of the murdered girls, also poses for Lederer in an attempt to find out the truth about the murders and if possible to obtain sufficient evidence to convict him. She falls in love with him, however, and nearly becomes a victim herself at the hands of the real murderer. She is saved and she and Lederer begin a new life.

Comment: This is obviously a serious effort on the part of Republic Pictures to extend their field into more lavish production efforts than has heretofore been their forte. The picture has been given lavish production facilities and the directorial efforts of William Thiele, its co-author, leaves little to be desired except in very minor instances where a firmer hand might have guided the cast along more convincing lines. Francis Lederer gives one of his finest motion picture performances as the moody, introspective and slightly psychopathic artist whose psychological fixations become more pronounced as his models are murdered under circumstances which seem to involve him. Knowing the depth of his own melancholic moods he is unable to be sure in his own mind that he has not been involved in the killings and his doubts cause him to believe that his sanity is in danger. His interpretation of this character by using every acting trick in the book is thoroughly convincing every minute he is on the screen. His doting mother, played by Leona Roberts also is an excellent characterization. Linda Sterling and Gail Patrick, who play a professional model and dilettante, respectively, do fine jobs and Ann Rutherford as the girl who finally gets Lederer is better in this than in any role she has had recently. The only part in the picture that does not ring true is that of a newspaper dramatic editor, played by Edward Ashley as though he had read too much about Lucius Beebe. All minor roles are well cast and very well acted. The picture as a whole is excellent. suspenseful entertainment for all types of adult audiences. Although there is nothing contained in it to be objectionable for children, the plot is a little too involved to be enjoyed thoroughly by most of them. "The Madonna's Secret" is worthy of every promotional effort that showmen can put forth to exploit it. The film should do better than average business if properly handled.

Border Bandits

Monogram **Western** **57 mins.**

AUDIENCE SLANT: (Family) An entertaining Western that should please the lovers of outdoor action.

BOX-OFFICE SLANT: Johnny Mack Brown, voted one of the ten most popular Western stars in STR's Leaders of the Motion Picture Industry poll, adds to his standing in this one. Raymond Hatton should help pull 'em in, too.

Cast: Johnny Mack Brown, Raymond Hatton, Riley Hill, Rosa del Rosario, Frank LaRue, John Merton, Tom Quinn, Steve Clark, Charles Stevens. **Credits:** Production supervisor, Charles J. Bigelow. Director, Lambert Hillyer. Photography, William Sickner. Frank H. Young, screenplay.

Plot: A Mexican grandee is murdered after telling his granddaughter about his fortune in jewels. Two U. S. marshals finally succeed in apprehending the villain, the town banker. Everything ends well with the murdered man's granddaughter and her lover being reunited, and the marshals going on their way.

Comment: This picture has more of the Spanish touch than usual in a Western, but this doesn't detract from the action and fast movement typical of the outdoor film. Direction of Lambert Hillyer is responsible for a fast pace. Frank LaRue does a good job as the villain and Johnny Mack Brown is excellent in the title role. Rosa del Rosario does okay as the senorita. Raymond Hatton is getting more popular for his part as Brown's sidekick, and should help in adding to the box-office appeal of the film. Photography is above average for Westerns.

Murder in the Music Hall

Republic **Mystery With Music** **84 mins.**

AUDIENCE SLANT: (Family) Very good combination of murder mystery and ballet on ice which should entertain even the more discriminating audiences.

BOX-OFFICE SLANT: Marquee names do not have strength enough to allow this to stand without support. Two first run west coast theatres, however, have held it over for a second week, benefited by a good exploitation effort.

Cast: Vera Hruba Ralston, William Marshall, Helen Walker, Nancy Kelly, William Gargan, Ann Rutherford, Julie Bishop, Jerome Cowan, Edward Norris, Jack LaRue, Frank Orth, Fay McKenzie, Paul Hurst, James Craven, Ilka Gruning, Mary Field, Anne Nagel, LeRoy Mason, Tom London. Specialty ice stars: Condon and Bohland, Red McCarthy, Patti Phillippi, John Jolliffe, Henry Lie. **Credits:** Associate Producer, Herman Millakowsky. Directed by John English. Screenplay by Frances Hyland and Laszlo Gorog from an original story by Arnold Phillips and Maria Matray. Photography, Jack Marta. Ice sequences photographed by John Alton.

Plot: Blackmail seems to be the motive for the murder of a former producer of ice show numbers. Those involved include Vera Hruba Ralston, star of the Music Hall ice ballet, and her friends and co-performers Helen Walker, Ann Rutherford, Julie Bishop and a former co-worker, Nancy Kelly, now married to a famous newspaper columnist. William Gargan is the police inspector on the case and how he, William Marshall and the girls unravel the mystery provides the plot's motivation.

Comment: Republic has provided Producer Herman Millakowsky with every facility needed to make this production top-drawer, and Director John English has taken advantage of these facilities and a good cast to deliver a much better than average mystery combined with several delightfully entertaining ice ballet numbers which, for a change, have not been encumbered by a this-is-my-chance plot. The ice ballet numbers have been presented in a setting that indicates that each of the performers has arrived—the picture producers admit that they are among the best and make no bones about the fact. The murder mystery reaches a logical conclusion without contrived heroics, and except for the denouement is as good a mystery as has been seen on the screen in a long time. And even the denouement has a basis in the plot's unraveling, although when the killer is unmasked the method of presenting the *fait accompli* is a little bit strained. Miss Ralston's performance as a bewildered, frightened star of the ice ballet is an improvement upon her previous screen appearances and leaves little to be desired. William Marshal appears to be gallant in the approved manner and is big and sufficiently masculine on the screen to promise more of his appearances in the future. The others are well cast and act convincingly. Fay McKenzie, as a night club performer, is delightful, beautiful and appealing. Theatregoers will demand more of her. Miss McKenzie's delivery of several songs is much better than many of her more publicized sisters. Most audiences will be well entertained by "Murder in the Music Hall," and supported by good exploitation the picture should do good business.

Dewey Rejoins International

Dave Dewey, former president of Chicago Theatre Supply Co., RCA distributors, and for the past six years associated with equipment distribution in the Chicago territory, has rejoined International Seat Sales Co., Union City, Ind., as sales manager. Dewey served as advertising manager with International before the war and has had wide experience in the theatre seating field.

SELLING THE PICTURE

Cohen, Horwitz Essay Ace 'Harvey Girls' Campaign

A bang-up, all inclusive exploitation campaign on "The Harvey Girls" resulted from the efforts of Lou Cohen, manager of Loew's Poli Theatre, Hartford, and his assistant Sam Horwitz, including window displays, cooperative newspaper ads, counter displays, radio cooperation which included a radio contest, special lobby displays, a juke box ballyhoo and considerable extra space in newspapers dating back as far as December.

With the cooperation of the local Decca record distributor in the Hartford area the Poli duo obtained eight full window displays on the Harvey Girls Record Album and counter displays galore in Woolworth's, Kresge's and Grant's stores, tieing in records and sheet music with the film.

Unique Window Display

A unique window display was arranged with a barber shop, just around the corner from the theatre, which featured old type shaving mugs and fancy razors dating back to the days of "The Harvey Girls." The display was decorated with stills from the film and a large card with explanatory copy.

Two days before opening and on opening day cooperative beauty shop ads broke in the *Times* and *Courant* respectively and shortly before this a 3 column by 14 inch co-op ad of the Sage-Allen Company featured dresses with "stripes appeal" and tiein copy, "They all love stripes from the Harvey Girls of 1886 to the Hartford Girls of 1946." Theatre credits appeared prominently in the *Courant* ad which was illustrated with a cut of Judy Garland and John Hodiak in an appropriately captioned scene from the film. In the *Times* Cohen and Horwitz planted another co-op ad sponsored by G. Fox and Company, the largest department store in the state, featuring the Harvey Girls Record album.

Radio Helps Plenty

The radio contest was conducted on opening day on both morning and afternoon sessions of a local disc jockey program on which Judy Garland records were played and listeners asked to name the pictures in which the songs originated. First 15 winners at each session were given guest tickets. Previously a daily quiz program gave each contestant tickets to see "The Harvey Girls" at Loew's Poli and gave the starting date. On a night owl show arrangements were made to play songs from the picture with appropriate announcements made with the presentation of the tickets to the contestants, resulting in at least six announcements about the film being made at each Quiz show.

A Man in the Street radio program cooperated, too, by asking passers-by their opinions on musicals such as "The Harvey Girls" with tickets given to each person interviewed. A local book-reviewer, Jane Carter, devoted her entire 15 minutes of air time discussing the film about a week in advance of the opening day.

Through a tieup with a juke box dealer arrangements were made to use cards on the machines urging patrons to play music from the picture.

Recordings from the film were played before and after all shows at the theatre a month in advance of showing and the theatre lobby's miniature stage featured an eye-catching display of colored photographic enlargements.

Nylons Cause Furore

Manager Matt Saunders, Loew's Poli Theatre, Bridgeport can attest to the efficacy of offering pairs of nylons in a newspaper contest, having been practically inundated with letters on the contest he arranged with the Bridgeport Post to exploit his showing of "Spellbound." The contest had to do with identifying the films in which Ingrid Bergman had appeared from obscure stills printed in the newspaper four days in a row. The ladies needed nylons and whether they knew the answers or not they wrote to Matt. Whew!—BR.

The Devil Was Deviled!

In the words of the Bridgeport Sunday Herald, and right smack on its front page, a headline read, "Bluecoats Don't Catch The Devil," and it all came about because of a street ballyhoo arranged by manager Fred Greenway of the Palace Theatre. That the stunt nearly exploded in Greenway's face didn't detract from the publicity he got. It began like this:

The theatre's porter and handy man was dressed up in a devil costume with a sign on his back reading, "The Devil says—'Leave Her to Heaven'" etc. He scared the dickens out of some small fry who hadn't seen the sign on his back and they ran screaming to their mothers' skirts. Some of the mothers became indignant and incoherent telephone complaints came pouring into Bridgeport's police headquarters. The police finally gathered what was up and sent a few bluecoats out to round up the devil.

Getting wind of it the devil started on his way back to the theatre with the cops in pursuit, but he managed to keep them far enough behind his erratic course through stores and streets and on the way he got a little panicky.

Greenway was waiting at the theatre with a photographer ready to snap what was to have been the crowning stunt—the devil sticking at some woman with his blunted pitchfork. But the devil never arrived. On the way he shed his devil clothes to get away from the cops and when he did show up it was as just plain Harry C. White, porter and handy-man.

"Leave Her to Heaven" finally wound up its run after three healthy weeks at the Palace.

Select Winners in Contest on 'Falcon'

Motion picture and radio trade paper editors, comprising a board of judges, selected winners in RKO Radio's "Falcon in San Francisco" contest following a luncheon at the Hotel Astor, New York. The affair was sponsored jointly by RKO Radio Pictures, the American Safety Razor Company and the Mutual Broadcasting Syestem, which carries the Adventures of the Falcon air show.

Earl Hubbard, advertising director of 20th Century Theatre, Buffalo, and William A. Schweitzer, promotion manager of station WEBR, Mutual outlet in that city share first prize of $500 in Victory Bonds. Second prize of $200 was awarded jointly to William Welton, Strand Theatre, Salina, Kansas and Ray Jensen, station KSAL. Third prize of $100 in bonds will be shared by Daniel Lewis, Cooperative Theatres, Detroit and Barbara McFarland, station CKLW, local Mutual outlet.

Guests of honor included S. Barret McCormick, RKO Radio director of advertising and publicity; Arthur M. Brilant, manager of RKO's special features service division; Hal Coulter, promotion manager, Mutual Broadcasting System; Louis D. Strauss, public relations director, American Safety Razor Corporation; Rita Corday, co-star of "The Falcon in San Francisco"; James Meighan, star of Mutual's Falcon show; Charles Solomon, advertising director, American Safety Razor Corporation; Robert Schmidt, vice-president M.B.S., and others.

5 Weeks Campaign for 'Trunk' Coast Premiere

An elaborate advance campaign covering a period of five weeks is preceding the west coast premiere of Warners' "Saratoga Trunk" for its simultaneous showings at the Hollywood, Downtown and Wiltern theatres, scheduled for March 8.

The campaign includes a billboard splurge of special teasers which will continue until just preceding the openings and which will be reposted with pictorial paper for the run.

A tieup with 25 leading bookstores and 49 public libraries throughout Southern California involves window and counter displays as well as other exploitation, with Grosset and Dunlap, publishers of the book, cooperating on this section of the campaign.

The radio campaign has been under way since the first week in February, with specially recorded time signals being used every hour until the opening date.

Another highlight is the distribution of more than 50,000 "Saratoga Trunk" bookmarks.

7th Scripps-Howard Paper Joins 'Reputation' Contest

The Rocky Mountain *News* is the seventh Scripps-Howard newspaper participating in the "What My Reputation Means to Me" contests being conducted in conjunction with local openings of Warners' "My Reputation." Three Denver theatres, the Denver, Esquire and Webber, opened with the picture simultaneously with the newspaper's sponsorship of the contest.

Prizes of $100 in cash, plus 150 pairs of tickets to "My Reputation" will be awarded to Denverites submitting the best short essays on the value of a good reputation.

SELLING THE PICTURE

Exploitation Campaign of the Month

January 1946

TARS AND SPARS

(Columbia)

Columbia's 'Spars' Reaps Exploitation Harvest From Nationally Accepted Stunts

Two stunts that turned the national spotlight on Columbia's "Tars and Spars" and which were followed up by smart exploitation across the country by Columbia's field men, sparked on-the-spot campaigns for the film in pre-release dates with results that added up to outstanding space in newspapers and time on air. The campaigns where so all-inclusive and indicative of smart showmanship that they have been selected by a panel of showmen for SHOWMEN'S TRADE REVIEW as the Exploitation Campaign of the Month for January 1946.

Top Stunt

Perhaps the top individual stunt of the campaign was dreamed up by Bob Ferguson, Columbia ad writer, who conceived the idea of tatking advantage of the national furore created by cab driver Harry Arisohn when he volunteered to drive five stranded overseas vets from Los Angeles to their homes in the East. By the simple expedient of renaming the cab the "Tars and Spars Special" and agreeing to finance the home trip to the coast, carrying Coast Guardsmen and other servicemen along the route, newspaper and radio cooperation seemed assured. Al Rylander, special events director and assistant Leo Pillot further developed the idea and with the cooperation of the United States Coast Guard, newspapers and radio stations the re-christened cab started its long trek westward, stopping en route in Columbia's exchange cities where exploitation men had made preparations for arrival of the cab and plenty of publicity for "Tars and Spars."

Just prior to the cab stunt arrangements were made with the commander of the U. S. Coast Guard station at Manhattan Beach, Brooklyn, to have the last company of Coast Guardsmen spell out gigantic letters made up by the men to read "Tars and Spars." The photographs made of this event broke newspapers and roto sections all over the country, even though the crossing section of the letter "N" in the word "and" was slightly off(?). Whether this was done deliberately or not it made the photo even more intriguing to newspaper editors who mentioned the error and also mentioned the odd coincidence that Columbia had produced a new film by the same name!

Newspapers Receptive

When Arisohn's "Tars and Spars" taxicab left New York the Daily *News, Mirror, Journal-American, World-Telegram* and Brooklyn *Eagle* carried photos and stories and the conservative New York *Times, Herald-Tribune* and *Sun* used generous stories with every wire service picking up the human interest event for dissemination to subscriber newspapers across the country. News broadcast networks and local stations featured the story and started the cab merrily along preceded by intriguing publicity that prepared news and photo editors on the itinerary to look for the arrival of the cab in their cities.

Some bad luck the cab encountered was turned into additional newspaper stories—such as the time Arisohn was pinched for speeding in Cleveland. This broke front page space! Then the commandant of the Marine Corps in Chicago held a party in one of the city's largest hotels to select two serviceman to hop aboard enroute west to replace a couple who had reached destination. The party got out-of-hand, so many vets tried to get the two available seats, resulting in the newspapers pointing out to readers again that transportation facilities were woefully limited.

The stunt's real pay-off came a week after the Tars and Spars Special had reached the coast. The independent taxicab association to which Arisohn belongs hopped on his basic idea and named 25 of their cabs "Tars and Spars Limited" and placed them on regular run to points as far east as Cincinnati. The serviceman sympathy angle resulted in enormous newspaper space throughout the country, results of which are still pouring in to the Columbia home office.

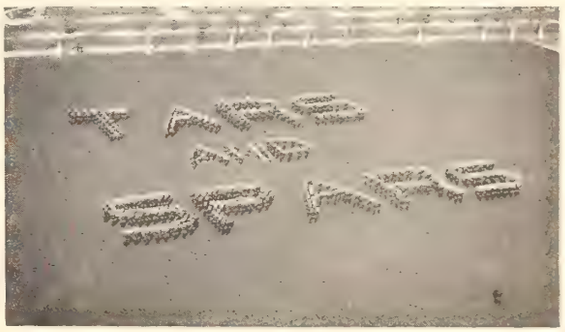
Other Special Events

Other stunts worked by the special events boys included placing a wreath on the grave of Alexander Hamilton, commemorating the 188th anniversary of the birth of the founder of the

(*Continued on Page* 22)









Spars pour into Warner's Metropolitan, Washington, D. C. for "Tars and Spars" gala premiere (top). Right center photo appeared in newspapers and magazines all over the country. It shows the last Manhattan Beach Coast Guard company spelling out the film's title. Left center photo also had national distribution as it touched off human interest stories and photos. A typical window display (right).

SELLING THE PICTURE

Human Interest Angle Sparks Levy's 'Spellbound' Selling

A new slant in tieups was pulled by Larry R. Levy and Karl Fasick, manager and assistant manager respectively of Loew's Colonial Theatre, Reading, Pa. recently when they put over an ad in local papers that featured "Spellbound" in connection with the new Zenith Hearing Aid. The ad was run by Dr. M. and Dr. J. A. Liefter, optometrists.

Perhaps the tieup itself wasn't so unusual, but the manner of doing it was. Take a gander at the ad copy: "'Spellbound,' starring Ingrid Bergman and Gregory Peck, now showing at Loew's, featuring Patricia Joyce Anderson, brilliant child star who wears a Zenith Radionic Hearing Aid." Then the blurb goes on to say that Ittle Miss Anderson got her chance for possible future stardom because she uses the Zenith Hearing Aid to correct a 70 per cent hearing deficiency. This was nice work on the part of Levy, Fasick, and the Drs. Liefter because the story had a legitimate human angle that would interest almost anybody. "If Patricia could gain so much from the hearing aid, why not me?" was the natural intimation for the susceptible reader, with the added idea that it would be much easier to enjoy "Spellbound" under such conditions.

Unusually Complete

The Levy-Fasick campaign for "Spellbound" was unusually complete, other co-op ads including large two-column displays for Royal Crown Cola, jewelry and beauty tieups with Whitner's department store, and a "Spellbound" perfume ad that ran three times. Extra space was taken for the regular theatre ads, featuring a special two-column, 80 per cent white space ad that appeared in both local papers the Saturday before opening.

Reade's department store gave away 3000 stills of Gregory Peck and took a three-column ad to tell about it. Heralds, bus cards, and other teasers thoroughly covered the city, with 10,000 heralds inserted in laundry deliveries the week of showing. A half dozen window tieups also contributed to the general effect.

In another Pennsylvania community—Harrisburg, the State capital—Sam Gilman of Loew's Regent utilized a campaign that almost exactly duplicated Levy's activities in Reading. He set up several window displays and promoted cooperative ads, including a tieup with the local Zenith Hearing Aid distributor; arranged library and bookshop displays and the distribution of bookmarks; promoted spot announcements on local radio stations, and distributed 5000 heralds and 2000 window cards, in addition to placing cards in hotels and cigar stores and napkins in restaurants. Gilman's War Bond Premiere of "Spellbound," held last December, was freely publicized by the press, and this, with the word-of-mouth comment that followed the showing, accounted for wide public interest in the regular engagement.



BUBBLES FOR YOLANDA. A live model was used in this bubble bath window display which was inspired by MGM's "Yolanda and the Thief," when Charles W. Barnes Jr. played the picture at the Granada Theatre, Kansas City, Kansas. You guessed it—they had to call the police to handle the crowds!

Pledge to Keep Mum

A novel attention-getter for "The Spiral Staircase" was created by R. V. Conner, managing director of the RKO Palace, New York, a "pledge" which patrons signed promising not to reveal the surprise ending of the picture. Using the stock one-sheet from the production, Conner had it lettered over at the top with the following legend: "Keep the Secret of 'The Spiral Staircase!" Down below he affixed white paper with black lettering reading: "Pledge Not to Tell!" Secured to this was a large pad and pencil for patrons to sign on their way out of the theatre.

'Weekend's' Two-Day Record in Fairlee

Motion picture attendance for all time was shattered this week at Fairlee, Vermont, where aided by Paramount's gracious consent, the town's only theatre played "The Lost Weekend" for two days in a row. Reason behind this terrific record is the fact that Charles Jackson, Fairlee's most distinguished son, is the author of the story, and was honored by his city during the picture's long term engagement.

There is but one theatre in town, the Fairlee, operated by Miss Winona Vogle. Using tremendous salesmanship, this intrepid exhibitor prevailed up Paramount to allow her to play the picture not for a single day, but for two days. This cracked all existing records for the city and the theatre, since never before in its history had it been open two full days in a week.

The town-shaking publicity secured on this gala premiere of premieres found Miss Vogle in a tough spot. She only had sufficient fuel to heat the house for one night. But proud Fairleeites rushed to her rescue and provided enough fuel for both performances. So "The Lost Weekend" cracked every existing record in Fairlee's history, a record believed by veteran Fairleeians which will remain unsullied for time immemorial.

Sets Wide Coverage for 'Deadline' Ad Campaign

The extensive national advertising campaign planned for RKO Radio's "Deadline at Dawn" will exceed 20 million in circulation and will extend beyond regular channels to reach readers of leading detective story magazines, according to S. Barret McCormick, director of advertising and publicity.

Advertising in magazines of such wide coverage as *Saturday Evening Post, Look, Time, Liberty, Photoplay, Pic, Screen Guide, Movie Story, Motion Picture*, and other fan magazines will have the added impact of space in the detective story publications.

The campaign will extend through March.

'Tars and Spars' Reaps Exploitation Harvest

(*Continued from Page* 21)

Coast Guard and getting Saks Fifth Avenue store to hang a banner from its flag pole welcoming the famous 82nd Airborne Division on behalf of Tars and Spars, the day the famous outfit was the center of New York's patriotic fervor as it marched up Fifth Avenue.

The theatremen who first played the film, however, put its exploitation campaign in the top brackets. In Washington where the film opened at Warner's Metropolitan Theatre, Manager John Marcon and Warner's zone publicity director Frank LaFalce turned the capital temporarily into Coast Guard headquarters.

Spars and Coastguardsmen were actually enlisted in the theatre's service, although orders called it a temporary assignment, to help in the publicity and exploitation efforts of the Warner and Columbia crews.

Radio was one of the big outlets for the opening with free spots promoted from every station in the city two days ahead of the opening and continuing for the run of the picture. In addition, nearly every show originating in Washington featured Spars assigned to the publicity campaign.

Proclamation Issued

LaFalce arranged to have the commissioner of Washington, D. C. issue a proclamation hailing the Coast Guard and its present recruiting drive and urging the citizens to see "Tars and Spars" at the Metropolitan, and for the younger male citizens to sign up for a hitch in the Coast Guard at the booth established in the theatre lobby.

Newspapers in Washington printed photographs of Sid Caesar, Coast Guard veteran and star of the film, as he presented Secretary of the Treasury Vinson with a pass to see the film at any theatre. With jurisdiction over the Coast Guard passing from the Navy back to the Treasury Department about that time it was a news event and the papers recognized it as such with gratifying space.

Shop windows all over Washington gave full space to Coast Guard activities and the picture with hundreds of smaller shops carrying streamers urging enlistment in the Coast Guard and plugging the showing of "Tars and Spars" at the Metropolitan.

Cooperative ads, obtained with the sanction and aid of the city's Better Business Bureau, ran in all Washington newspapers with full pages placed by Kahn's, Palais Royal, Woodward & Lothrop and Garfinkle's, at no expense to the theatre.

Opening night in Washington capped the top exploitation campaign with 200 Tars and Spars led by the Coast Guard band parading to the theatre which was lighted brighter than daylight by two eight-million candlepower searchlights. Motorcycle police preceded the parade in its trek through the city streets with screaming sirens howling attention to the event.

Other Cities Follow Pattern

As the picture's opening approached in Bridgeport, Buffalo, Cincinnati and Milwaukee campaigns of similar nature were put on by theatre men and Columbia field exploiteers and in each case they were able to get the chief executive of the cities to issue a proclamation establishing the week or opening week of the film as "Tars and Spars Week," adding importance to the field exploiteers' efforts as they approached other sources of publicity.

Results of the New York City campaign show promise of reaching heights similar to that achieved in Washington and will be reported in SHOWMEN'S TRADE REVIEW in the future. But the pattern has been set—every theatre playing the film can adopt the campaign to its own advantage.

Next in The
Line Of Great
20th Century-Fox
Extended-Run
Hits For The
Nation's Theatres!



MAUREEN O'HARA



JOHN PAYNE



WILLIAM BENDIX



Sentimental Journey

SIR CEDRIC HARDWICKE · GLENN LANGAN · MISCHA AUER
KURT KREUGER · TRUDY MARSHALL · RUTH NELSON
and presenting CONNIE MARSHALL

Directed by WALTER LANG • Produced by WALTER MOROSCO

Screen Play by Samuel Hoffenstein and Elizabeth Reinhardt
Based on a Story by Nelia Gardner White

A distinguished and unusual love story certain of unrivaled boxoffice results!

20th CENTURY-FOX

REGIONAL NEWSREEL

BOSTON

Sam Haas, motion picture broker and prominent member of the Variety Club, is again at his old haunts after a long and severe illness.

John Dervin, branch manager for United Artists, spent the week end on business at the home offices in New York.

Phil Engel, United Artists publicist, has been devoting the past week to a swing around the eastern circuit.

Over at Columbia Mr. Barry has just returned from a vacation spent at Miami. At a recent tea, Miss Marianne Duggan announced her engagement to William Leahy, formerly of the Marines.

Tommy O'Brien was recently elected president of the Salesmen's Club at the 9th Annual Dinner Party on Sunday evening, February 10, given at the Club Mayfair. Johnny Howard, who is currently appearing there, acted as the Master of Ceremonies. Gerald McGovern, son of Columbia's New England Division Manager, came down from the University of Maine to attend the affair.

At the Paramount this week Bobby Stevens is back as assistant to Office Manager Jim Harris.

Harry Smith has returned to his work as booker at RKO after a recent illness.

Moe Grassgreen was given a farewell luncheon at the Hotel Statler in Boston. He has been transferred to the home office of 20th-Fox.

Harry Spingler over at Warners has recently returned from a brief trip to New York serving as the Boston delegate for the Motion Picture Office Employes Local F3, IATSE.

20th-Fox very recently welcomed A. Douglas Comeaux to its staff here in Boston to serve as auditor.

PORTLAND

Oregon's independent exhibitors gathered at the Benson Hotel, Portland, last week at the call of O. M. "Banjo" Miller and considered future nominations to be made for their representation on Theatre Activities Committee.

Messrs. McLeod and Stewart, heading the Theatres Utilities Service Company (TUSCO), announce their new headquarters are being built at 20th & Kearney, Portland.

Mr. and Mrs. Frank Newman, Sr. leaving for Palm Springs for a month's vacation.

Don Condon has returned to Seattle's film row as booker for the Navy. He succeeds Bob Osborne, recently discharged from the Navy.

E. W. Johnson, who operates the Northwest Motor-In Theatre on Seattle-Tacoma Highway, announces plans for construction of a new Aurora Motor-In Theatre at 135th Street, Seattle. It will be ultra modern in design and accommodate 700 cars.

Albert J. Fink, Oregon head of Evergreen Theatres, has been named as head of the drive for Brotherhood Week.

George Mitchell, recently discharged from the Army, has resumed his old position as eastern Washington representative for United Artists.

Floyd Henninger, eastern Washington salesman for RKO-Radio, back to Seattle for monthly conference.

Frank Jenkins, publicity representative for 20th-Fox, back from exploitation trip to Vancouver, B. C.

Out-of-town exhibitors in for ITO Luncheon and conference included Billy Connors, John Ownsley, Francis Gladfield, Tacoma; Eldon Pollock and Eddie Snow, Mount Vernon; Arthur and Ed Zabel, Olympia; Chester Nilsson, Tacoma; Mike Barovic, Puyallup; Walter Coy, White Center; W. B. McDonald, Olympia.

Johnny Kent has returned from Army service to resume his position as salesman for Paramount.

Seattle's Film Club held a buffet dinner February 15 honoring Film Row men who served in the armed forces.

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WASHINGTON

Local motion picture theatres sold $4,757,875 worth of E bonds, or 210 per cent of their quota, during the Victory Loan Drive. The theatres also sold $776,800 in Victory Bonds of other types.

Two checks totaling $7500 were presented by the Variety Club to local juvenile welfare groups at the Valentine luncheon held in the Willard Hotel. Welfare Chairman A. E. Lichtman presented a $3750 check to Frank R. Jelleff of the Boys' Club and another check for the same amount went to John J. Corson of the Junior Police Corps.

Jean Audrey Fontaine, daughter of Mr. and Mrs. J. Edward Fontaine, was married to Lieutenant Commander Harold Arnold Romberg, USNR. Jean is the daughter of the Chief Barker of Tent No. 11, Variety Club of Washington.

Every motion picture theatre in the District of Columbia will cooperate in the "American Brotherhood Week" campaign, February 17 through 24. This pledge of 100 per cent support was made to John J. Payette, general zone manager for Warner Bros., and Carter T. Barron, eastern division manager for Loew's, local chairmen of the Washington campaign, at a special meeting of the MPTO.

Serving on the local "Brotherhood Week" committee with Payette and Barron are the following district showmen: Frank La Falce, director of advertising and publicity for Warner Bros., who will have charge of press relations; A. Julian Brylawski, supervisor for theatres; and Harry Bachman, Graham Barbee, Louis Bernheimer, Walter Cersley, Charles C. Clark, Jack Foxe, Claude Land, Bernard Lust, E. N. Read, Lawrence Snoots, and Lloyd Wineland.

MGM's Blanche "Buddy" Hall, will be married on April 20 to W. S. Marshall of the Warner Home Office.

New employe in the Warner Publicity Dept. is Patricia Jones, who succeeds Mardelle Kile, recently resigned.

Sam Shain, representing Spyros Skouras, conferred with John J. Payette and Frank La Falce on "American Brotherwood Week." Other visitors at Warners included Jake Wilk, chief of the Warner Story Department in New York; George Fishman, of Philadelphia, and Bill Brooker of Paramount.

NEW ORLEANS

Bob Siegler of the Royal Theatre, Hattiesburg, Miss., an Associated Theatre, was in to confer with President William Prewitt, Jr.

Billy "Fox" Johnson, exhibitor from Pollack, has announced that work has started on his new theatre in Jonesboro, La.

Jimmy Grainger, general sales manager of Republic Pictures, visited the local exchange last week. He was accompanied by Merritt Davis, southern district manager, of Charlotte, N. C.

Mrs. Henry Lazarus of the Lazarus Theatre circuit has announced the demolishing of the Crown Theatre to make room for a new theatre building.

Visitors from far and wide are congregating in New Orleans for the pre-festivities and Mardi Gras Ball.

John Mangham of Atlanta, president of Film Classics of the Southeast, spent the week-end in New Orleans conferring with local executives Hilgers, Montgomery and Houck.

His many friends in this film colony were sorry to hear of Jack Price's transfer from New Orleans to the Atlanta territory for Paramount. He was the branch manager here for several years. Clyde Goodson, formerly Paramount Atlanta sales manager, replaces Price.

Phyllis Mancuso, booker with Film Service, has handed in her resignation. She will be a Mrs. come February 24. Mr. R. T. Reed replaces her. Mrs. Emma Mills is the new secretary to L. C. Montgomery of Film Service and Joy Theatres.

R. B. and Curtiss Dossett of the Star Theatre, Hattiesburg, Miss., calling on supply merchants in the interest of their new theatre near Hattiesburg, which they said is nearing completion.

Guests for a week at the William Goodrows and the F. F. Goodrows are Mr. and Mrs. H. T. Willette and son Bob from Minneapolis, Minn. They are the parents and brother of Mrs. William Goodrow.

HARRISBURG

Another serviceman of World War II has returned to the theatre family in this city. He is Spasis "Spike" Todorov, who is a veteran Wilmer and Vincent-Fabian employe, now assistant manager at the State. Franklin Maurey, another World War II man, has returned as assistant at the Colonial. With the filling of these posts all Fabian theatres in the city are completely staffed now.

Mark Rubinsky, who owns the Rubinsky circuit including eleven theatres, has announced several staff changes. Herman Laucks returned from the war and is manager at Newmanstown; Gilbert Wolfe was transferred from that house to Dallastown, replacing Clair Seidenstricker, who resigned. Charles Poorman, Rubinsky's road manager, substituted for Laucks recently

REGIONAL NEWSREEL

who was ill.

Mike Weiss, 20th Century-Fox, and Jerry Becker, New York office of the Fabian chain, were recent visitors in the city.

A profitable tie-up with WHGB has been arranged by Gerry Wollaston, State, in a daily spot with Sears-Roebuck over the station which is the ABC outlet here. In a contract between the store and the theatre all pictures playing the State are mentioned every day.

Mrs. Mae Arnold, who has been student assistant at Loew's Regent for two years, has resigned to join her husband in a private business in Carlisle.

Alexander Kirkland, 17, Negro, of Steelton, was struck on the left leg with a .22 calibre bullet when the shell exploded while he was filing it in the Rio at the Saturday matinee. City police, notified by theatre officials, investigated, while the boy, a bootblack at the Pennsylvania railroad station, was treated at the Harrisburg Hospital.

OMAHA

The board of directors of the National Farmers Union, meeting here, decided to make more use of motion pitcures in selling their ideas on farm life during 1946. The group also reached an agreement on using film to publicize the Missouri Valley Authority idea and similar projects for the Columbia, St. Lawrence and other waterway developments.

Tony Tedesco is the new Monogram branch manager, succeeding Jerry Callahan, who returned to Boston. Tedesco formerly was branch manager at Des Moines.

Bess Perlmeter is pinch-hitting at United Artists for Joyce Andersen, branch manager's secretary who has taken a leave of absence. Bess formerly worked at MGM before giving up her job for housework.

G. E. McGlynn, Metro branch manager, is back from a Chicago sales conference.

Loretta Sisk, Fepco stenographer, is vacationing in California.

Typist Audrey Rasmussen has resigned at Republic.

Eleanor Horwich of Columbia Pictures has returned from Chicago, where she visited relatives.

Mildred Schneell has succeeded Carol Kearns as bookkeeper at Warner Brothers.

Ruby Swetala, MGM inspector is back on the job after a battle with the flu bug.

Metro employes gathered at the Blackstone Hotel February 18 to bid bon voyage to Branch Manager Jerry McGlynn who won a trip to South America.

Charles Lorenz, Metro shipper, will undergo an operation at Rochester, Minn. Co-workers sent him a gift and a batch of greeting cards on his birthday, February 18.

Helen Newman is the new cashier at Monogram.

Lois King, 20th-Fox clerk is in Methodist Hospital. She is the daughter of Harry Lefholtz, Republic branch manager. She recently underwent an operation.

Donald Henry has purchased the Opera House Theatre at Sutherland, Ia., from C. L. Sharron.

CLEVELAND

Harry H. Goldstein, Paramount district manager, held a meeting of branch managers and salesmen of his district at the Cleveland Hotel on February 22-23. Purpose of the meeting was to discuss new Paramount pictures sales policies and exploitation possibilities. Branches represented were Detroit, Cincinnati, Indianapolis and Cleveland. Personnel included the following: Detroit, John T. Howard, branch manager, Ed Stuckey, Sid Chapman, Jack Young, Ed Murphy, John Himmelein; Cincinnati, J. J. Oulahan, branch manager, Fred Meyers, Jack Keating, Nince Kramer, Bill Meier, John Wright; Indianapolis, Richard Frank, branch manager, Bill Esch, Duff Newman, Fred Wagoner; Cleveland, Saul Frifield, branch manager, Berhard Gardner, Lester Irwin, Rudy Norton, Aaron Wayne, and publicity director J. Maxwell Joice.

John Urbansky, Sr., Bernard Payne and John Urbansky Jr. have formed Visual Communications, Inc. for the exclusive sales of RCA 16-mm. projectors in north east Ohio. John Urbansky Sr. is president of the new corporation, Bernard Payne is vice-president and the younger Urbansky is secretary-treasurer.



PROMOTED. Jack Randall, newly appointed manager of the Capitol, Vancouver, was given a $50 certificate and a wallet by the Capitol Theatre crew at Calgary, from where he will go to his bigger job on the coast.

The Park Theatre, Mansfield, has welcomed back to his old post former manager Ralph Shafer, recently out of military service.

Al Stern, Warner artist, last week became the father of a second daughter, Sandra Lee, who weighed in at eight and a half pounds.

Charles Rich, Warner district manager, divided the week between Chicago and Louisville, calling on exhibitors in those areas accompanied by Indianapolis branch manager C. W. McKean.

George Shenker, owner of the Grove Theatre, completed a dual deal last week. He acquired his partner, John Dandea's interest in the building and then leased the theatre to Olen F. Martin.

Anne Vickers, secretary to MGM branch manager Jack Sogg, left on Friday for a vacation on the west coast.

Mrs. Viola Nylund has resigned as secretary in the Warner Theatres publicity department to join her husband, soon to be released from the Army, in New York.

Tony Stern, Warner theatre head booker announces the appointment of Bud Gilliam as short subject booker.

Herbert Ochs and his associates state they will positively build eight Drive-In Theatres and are negotiating for property for at least four more. The sure projects are located in Cleveland, Berea, Columbus, Detroit, Pittsburgh and Youngstown. Not previously announced are Drive-Ins to be located on Route 7 entering Youngstown, and another along the William Penn Highway outside Pittsburgh.

N. Spayne of the Southern Theatre, Akron, is going ahead with his plans to build a new motion picture theatre in the Portage Lake area. Brick has been delivered and building will start soon.

NEW YORK

The new operator of the Community, Millbrook, New Jersey, is Thomas Alfieri. The Island Theatre Circuit will do the theatre's film booking.

Lee Mayer, Warner salesman, drove Joe Vergesslich, short subject sales supervisor, to Atlantic City last Friday. The latter is recuperating from a recent illness not caused by the ride.

Harry Becker of the Rugoff and Becker Circuit is back from a Florida vacation. Jerry Bucheinder of the Raritan Circuit and Harold Rinzler of Randforce are both vacationing in Miami.

Irva Tetenbaum, Warner exchange bookkeeper, has resigned and become married.

An application by Walter Reade to erect a theatre in Red Bank, New Jersey, has been endorsed by the Community Chamber of Commerce. The application is being considered by the Mayor and City Council.

Seymour Singer has been added to the MGM exchange staff as an office boy.

Fred Grelle, head of the Warner transportation department at the exchange before entering the Army, has been discharged and will rejoin the company soon.

Vivian Minervini of the MGM exchange married Corrado Corbyons on February 16.

Herman Freedman, formerly in the Warner shipping department, has returned to the company from the Army and is being trained as a projectionist.

Harry Kriedel, owner of the Plaza, Newark, has returned from a Hollywood, Florida, vacation.

Dorothy Benson of the MGM booking department at the exchange, is leaving the company this week. Her husband is back from service.

Jack Bowen, MGM exchange executive, left this week for a Florida vacation.

Lewis Frick has rejoined the 20th-Fox advertising department after having been discharged from service. With his re-entry into the company, all of 20th's employes in the advertising, publicity and exploitation departments, mustered into service, have been discharged.

Sgt. Milton Weiss, discharged from the Army this week, has left New York for the coast to join the MGM studio publicity department.

John Betton, employe of the United Artists home office mail room, saved three boys from drowning last week in a dramatic rescue.

As of last Friday, the 20th-Fox home office reports that 88 employes in 23 branches were confined to their homes, ill with the flu.

Terry Marino has been shifted from the United Artists foreign accounting department and been made secretary to Howard Le Sieur.

The 20th-Fox home office Family Club will hold an affair at the Capitol Hotel, New York on March 5. The club is offering entertainment, dinner and dancing at $2 a ticket to members.

Three Columbia employes were discharged from service last week. They include Walter Schneider of the home office purchasing department; Paul Guten of the Milwaukee branch and Robert Green of Pittsburgh.

Robert Levy, son of Howard Levy, MGM salesman, has been promoted to a first lieutenancy. He is stationed at Marburg, Germany, and

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has been in service 36 months.

On St. Valentine's Day the Paramount men hosted all the girls in the publicity department and passed out candy.

LOS ANGELES

Film Row is mourning the recent death of H. J. Siler, who owned the Lido and Balboa Theatres in Newport Beach.

Guy Gunderson of the San Val in Burbank and the Drive-In, Orange, was in town.

John Rennie of the Rennie, San Fernando, visited the Row.

W. H. MacIntire sold his Monica Theatre to Dr. Charles Bogroof, who will operate it (and that's no pun!)

Lt. Cecil Vinnicof, son of Harry Vinnicof of the Vinnicof Circuit, has been discharged and is back with his Dad in business.

Leonard Delgado recently returned to Azteca Films as a booker.

Libby Boone, civilian booker for the U. S. Army Motion Picture Booking Service, resigned and is back with Paramount as date-taker—he formerly served as advertising sales manager for Paramount.

Milton Frankle, ex-Warner's Pittsburgh booker, is now with Screen Guild. Alberto Salas-Porras, Azteca's general sales manager, has been in Mexico City buying product.

The Mission Theatre has been sold by Maj. Ed Stein, soon to be discharged, to the Richman Brothers.

DES MOINES

Harold Lyon, manager of the Des Moines Theatre, was judged the Iowa winner in the recent Victory Loan Drive "Flight to London" contest, and will compete with state winners from Nebraska, Kansas, Missouri, Arkansas and Oklahoma for the Central States district. Lyon sold 31,827 $25 Victory Bond units for the 1693 seats in the Des Moines Theatre for an 1879.85 percentage. The total maturity value of E Bonds sold for his theatre was $795,675.

Gordon Gammick, local columnist for the Des Moines *Tribune,* is conducting a contest to select the best waitress in Des Moines as a tie-in with "The Harvey Girls." The winner will be presented a bond during the showing of the picture.

Joe Gerbrach, president of the Ames Theatre Company, announced a remodeling program for the New Ames Theatre at Ames, Ia. An elaborate modernization program for the house includes 950 new seats, latest designed air-conditioning and sound system, new lounges, and front, and projection apparatus to handle any television that may be desired for the future.

Ole Olson is back on the job as booker at Universal after two and a half years in the Army, most of it spent overseas.

Mayo Beatty, employe of Warners for the past 23 years, has been named branch manager for Monogram at Des Moines. He succeeds Ed Spiers, resigned. Beatty started in the advertising department for Warners and was a booker for nine years and a salesman the past ten years. Bill Johnson, salesman for Columbia, has been appointed salesman for Monogram, replacing Tony Tedesco, who becomes manager of the Omaha exchange.

Lyle Eastman, recently discharged from the armed services, has been named manager of the theatre at Strawberry Point. J. F. Dowdy has been named manager of the Orpheum, Fort Madison.

Bob McConnell, recently discharged from service, has been named salesman for Columbia, taking over northeast Iowa. He replaces Art Leake, who is on an extended leave of absence. McConnell was with Universal and Warners before entering service.

Tri-States Theatre Corp. of Des Moines is now issuing a house organ named "Tri-States, Showmen's Reporter." The magazine is six-pages and issued weekly. It is edited by Don Allen, newly-appointed publicity director, with photographs by Russ Fraser.

G. Ralph Branton, general manager for Tri-States, has left to spend a few weeks in California. His family will spend a month there before returning.

Tri-States Theatre Corp., employes are organizing a club for members who have been connected with its theatres for the past ten years.



A PRINCE WELCOMED. RKO Radio executives greet Dave Prince on his arrival in New York in connection with the Ned Depinet drive of which he is captain. Left to right: Rutgers Neilson, Frank Drum, Phil Hodes, Mr. Prince, Carl Peppercorn and Harry Gittleson.

PHILADELPHIA

Jimmy Lund, former assistant at the Earle Theatre, succumbed early Saturday morning to an attack of pneumonia after being ill only several days. Jimmy, who was about 35 years of age, was married just three weeks before his death.

It begins to look as though the city of Philadelphia is really serious about the demolition of the buildings that remain in the way before Vine St. can be widened in accordance with the plan to make it a highspeed exit line from the Delaware River Bridge. The next few months will make a bigger difference in the face of motion picture row than in all the years of its history.

It was open house last Saturday night at the home of Edyth Warren, Columbia billing clerk, whose husband was just discharged from the Army, after serving in the India-China-Burma area.

Al Rubino, assistant manager at the Earle Theatre, announced his intention of resigning at the end of the week.

It is rumored that William Goldman has purchased a home in Bermuda and will commute by air as soon as schedules reach some degree of regularity.

A Philadelphia visitor from New York was "Hank" Kaufman, Columbia's exchange operations executive.

Harry Berman, Columbia's newest addition to the sales force, has been fortunate in obtaining an apartment.

At a regular meeting of the Motion Picture Associates, John J. McFadden, Jr., president of the organization since the resignation of William G. Humphries, announced the following committees: Welfare, Lou Formata, chairman, Charles M. Beilan and Vincene A. O'Donnell; Finance, Earle W. Sweigert, chairman, Robert Lynch and James P. Clark; Membership, Frank Hammerman, chairman, Simon Perlsweig, Ben Bache, Jr.; Historian, William R. Schwartz; Entertainment, George T. Beattie, chairman, Samuel Diamond, Samuel Palen; Publicity, William E. Brooker, chairman, James M. Ashcraft, Mike Weiss; Constitution and By-Laws, Albert M. Cohen, chairman, Frank L. McNamee, Morton Magill, and Sergeant at Arms, John J. Bergin.

Henry Weiss, former PRC salesman, now has his law office located at suite 1101, 1600 Walnut St.

Harry Lefco, recently discharged from the Army, is now a salesman for Capitol Films.

Paramount had its screening room repainted and redecorated last week.

20th Century-Fox product first run in Philadelphia is backing up since the Fox Theatre has been getting such extended runs.

Dick Kirsh is back as manager of the Queen Theatre in Wilmington, after three years in the Army.

ATLANTA

Ben Kalmenson, general sales manager of Warner Bros., visited Ralph L. McCoy, southern district manager, this week.

Film Row Visitors: W. P. Gammon, Ocilla Theatre, Ocilla, Ga.; Dr. Ernest Nickel, Hollywood, who makes bird noises for Walt Disney's cartoons; Virginia Healan and Katherine Webb, Mayfair Theatre, Winder, Ga.; George Porter, Temple Theatre, Perry, Fla.; Marshall Maddox, formerly manager McDonough Theatre, Mc-

Donough, Ga.; C. T. Nelson, Park Theatre, Hahira, Ga.; R. T. Daniels, who will open a new house shortly at Ty Ty, Ga.

Monogram: Arthur C. Bromberg, president of Monogram southern exchanges, and Mrs. Bromberg, away for a vacation in Florida. The former Juanita Faulkner, sister of Jackie Faulkner, secretary to O. S. Barnett, was married to Lieut. Richard Miller on Valentine Day; Mrs. Bernice Wadsworth, recently with Paramount in San Francisco, has returned to her old position as secretary to President Bromberg; George L. Bell, Jr., in from a trip to Augusta, Ga.; Harold Cohen, special representative, has returned to the New Orleans branch after spending several weeks at the local exchange.

Ed Laird, assistant to Fred Jack, southern district manager of United Artists, visiting the Atlanta exchange.

Warner Bros.: Frank Jené, office manager, resigned February 16, after twenty years service with the company. Bill Haines, former office manager, is expected to be released from the service shortly.

Emery Austin, district public relations representative of MGM, off to Miami to arrange transportation and other details for the winners of the On-to-Rio sales drive.

Ike, Harry and Dave Katz, PRC franchise holders, entertained at a luncheon at the Mayfair Club, with newspaper friends and Army bookers as their guests, in celebration of the opening here at the Paramount Theatre of "Enchanted Cottage."

S. M. Leonard announces the opening of his new theatre at Loganville, Ga. Mrs. W. W. Wood, Lithonia Theatre, Lithonia, Ga., expects to reopen her house soon.

L. M. Stockton, of Amory, Miss., has been appointed press representative of Martin-Thompson Theatres, it is announced by J. H. Thompson.

Bert Ram, Lakeview Theatre, Augusta, Ga., is nursing a broken ankle.

R. J. Ingram, southern division manager of Columbia Pictures, has decorated the exchange in celebration of Columbia's Silver Anniversary.

Roy M. Avey, general manager of Community Theatres Company, has returned from a visit to his son, Douglas, who underwent an operation in Washington, D. C.

Howard Wallace, just released from Army service, will return March 2 to his old position as branch manager of Sacks Amusement Company, replacing Paul Stephens, who is resigning.

Georgia McLaughlin is back at her desk as secretary to R. J. Ingram, district manager of Columbia.

Frank Harris and Jack Ewell, of the Harris drive-in circuit, have returned from a business trip to South Georgia and Florida.

VANCOUVER

General Films of Regina will distribute Planet News, the 16-mm. newsreel coverage of current events in the Dominion.

Members of Kamloops, newly formed Teen Town, will have their headquarters in a city theatre. Famous Players offered the vacant Strand Theatre as a base for the new youth

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SWISS FAMILY ROBINSON
with Thomas Mitchell—Edna Best—Freddie Bartholomew—Tim Holt

BEYOND TOMORROW
with Jean Parker—Chas. Winninger
C. Aubrey Smith—Harry Carey
Richard Carlson—Helen Vinson

SILVER DEVIL, Killer of the Range
from Peter B. Kyne's Great Cosmopolitan Magazine Story, "Wild Horse"

BIRTH OF A STAR
with DANNY KAYE—A Box-Office Bonanza!

JIMMY STEPS OUT
(Formerly Pot O' Gold)
with James STEWART—Paulette GODDARD
Chas. Winninger—Horace Heidt & Orch.

ONE ROMANTIC NIGHT
(Formerly New Wine) with Ilona MASSEY
Alan CURTIS—Binnie Barnes—Billy Gilbert

and Wonders Will Never Cease for
Here Come More Box-Office Wonders —

THEY MEET AGAIN
Jean Hersholt
Dorothy Lovett
Maude Eburne

LITTLE MEN
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Kay Francis
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Denver, Commercial
Des Moines, King Enterprises
Detroit, Allied
Kansas City, King Enterprises
Los Angeles, Astor
Memphis, Astor-Dallas
Milwaukee, Astor
Minneapolis, Astor
New Haven, Conn. Film
New Orleans, Dixie
Canada, Peerless Films, Ltd.
New York, Astor
Oklahoma City, Astor-Dallas
Philadelphia, Astor
Pittsburgh, Crown
Portland, Star
St. Louis, Astor
San Francisco, Astor
Seattle, Star Film
Washington, Astor

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movement to combat juvenile delinquency.

Condition of prints on arrival at theatres was brought up at the recent meeting of the Alberta Theatre Association in Calgary. Members are concerned over the danger of fires, projection equipment and damaged reels, and sought to work out a plan to overcome this danger.

The fact that Charlie Doctor is still flat on his back, waiting for his hip injury to heal, does not mean that he is a forgotten man. Members of the Capitol Theatre staff make frequent visits to his home and give him the latest dope on theatre goings-on. Doctor is returning to the hospital so that his hip can be X-rayed and the cast removed.

Vancouver Motion Pictures plan to move headquarters to Toronto shortly, and will operate a branch office here. Leon Shelly is managing director of VMP, who are in the trailer and industrial film business.

Scotty (Filmart) Johnstone is back from a flying visit to Toronto, and brought back with him "As Others See Us," the Canadian Picture Pioneers two reel subject which will be shown at the CPP fifth annual dinner at Hotel Vancouver, February 27.

A new suburban shopping district, consisting of 17 stores and a theatre, will be placed under construction in Vancouver soon. The theatre will seat 800 people.

Jack Fisher, former assistant to Ivan Ackery at Orpheum Theatre, returned from two years overseas service with the Canadian Army. No new assignment to date, he says.

Two more veteran British Columbia showmen joined the Canadian Picture Pioneers this week: Baden Parsons of the Community Theatre, Woodfibre, who started in show business in 1915 at the Pallodium, Gloucester, England; and Orville Soole of the Music Box, Vancouver, who began in theatres in 1914 at the Community Theatre, Elm Creek, Manitoba.

C. S. Archambault has taken over the Community Theatre, Enderby, B. C. and a circuit of five other towns in the interior of British Columbia, showing 16-mm. movies.

Peggy Scoble, Capitol Theatre cashier for the past two years, has resigned to keep house for her husband, back from the war.

Herb Wolfe, in charge of Odeon Movie Clubs in B. C., was in Victoria and Duncan opening new clubs. He reports there were 600 juveniles at the Oak Bay Theatre, Victoria. Another new club is planned for Trail, B. C., making fourteen open in B. C.

A new theatre is planned at Brighthouse, B. C. by local interests to seat 800. The nearest theatre is at Marpole, an Odeon house five miles away.

John Jackson, booker at Regal Films (MGM) was elected president of Burnaby Lions Club at the last meeting.

The amusement business and film exchanges were disappointed when the Government failed to remove the price-freeze on theatre admissions and the control over film rentals. Price ceilings on a wide assortment of merchandise were lifted by Ottawa. Trade circles believe the Federal authorities will continue the policy of fixed theatre scales for a long period.

Ayex Gough, who operates theatres at Hedley and Keremous, B. C., will erect a new theatre at Oliver, B. C., in the fruit belt, which will seat 450.

CHICAGO

The Jack Rose and Alex Manta circuit was this week discussing the possibility of equalizing admission prices in their various houses, regardless of which city they were in. The plan came up during a meeting of district managers and home office executives at Chicago headquarters. In a secondary report it was learned that the theatres in the circuit had suffered from the recent wave of strikes, attendance decreasing by as much as 15 per cent.

W. H. Stratford, business manager, IATSE 666 is in Houston, Texas, attending the winter meeting of the International Association.

Jack Flynn presided at the meeting of MGM district and exchange managers at the Drake Hotel. Among those attending were Carl Nedley, Salt Lake City; D. C. Kennedy, Omaha; H. Friedel, M. Cramer, Denver; Ralph Maw, Al Putz and Bob Workman, Minneapolis; John Kemptgen, Milwaukee; J. McGlynn, Des Moines; Sam Shirley, district manager and Doc Bamford, Chicago manager. Among those who made guest appearances at the meeting were Greer Garson and her mother and Ann Sothern.

Keith Lawrence, formerly with General Service Studios and the BBD&O Hollywood office, has joined the publicity staff of Essaness Theatres.

Sylvan Goldfinger, Western division manager of the Telenews theatres and his wife have returned from their California vacation.

Bill Galligan, will be manager of the H and E Balaban circuit new Drive-In theatre department.



FAREWELL AND HAIL CHIEF BARKERS. The principals at the annual Testimonial Dinner of Variety Club, Tent No. 9 held at the Colonie Country Club line up before the camera as 250 members and guests look on. The affair was in honor of retiring Chief Barker Herman L. Ripps and members who have moved on to other tents, including Jack Arm, Holbrook Bissell, Clayton Eastman, Edward Hochstein, Harry Low, George Jeffrey and Joseph Miller. Seen here are: standing left to right, C. J. Latta, Chief Barker Ripps, and incoming Chief Barker Charles A. Smakwitz. Seated: Mrs. C. J. Latta, Guy Kibbee, master of ceremonies, Mrs. Herman L. Ripps, and Mrs. Charles A. Smakwitz.

MILWAUKEE

A woman theatre patron has written to the Vox Pop columns in the Milwaukee Journal, asking whether or not theatres get a percentage of the amount taken in for the March of Dimes. The question was brought up by the fact that theatres were authorized to use a non-standard collection box for the purpose of raising March of Dimes funds. The following footnote appeared in the Milwaukee Journal under one of the inquiries in the Vox Pop columns: (EDITOR'S NOTE:—"George F. Breitbach, county clerk who is chairman of the Milwaukee county March of Dimes campaign, explains that the theatres do not receive any percentage of the contributions given by patrons in their theatres.")

The matter of increasing the license fees for theatres came in for attention at the Milwaukee common council meeting on Feb. 15, with representatives of independent and chain movie houses appearing before the council. The new license fees, if adopted, will increase theatre fees from $30 per year to $300.

Feb. 18th was the beginning of the 9th week of "The Bells of St. Mary's" at the Riverside (Standard operated) Theatre here. Up to the eighth week, Manager Roy Pierce says, 265,000 persons attended. This establishes a record run of any show of its kind in Milwaukee, the nearest one having been "Going My Way," which ran for seven weeks at the Fox owned Palace in downtown Milwaukee. The Riverside, in common with most of the better theatres in downtown Milwaukee, has the following price range in effect: Until 1 p.m., 55c; 1 to 6 p.m., 65c and from 6 to closing time at night, 85c.

The new Rose Theatre, Melrose, is nearing completion in Melrose, and Harvey Rucker, the owner, expects to have it open by March 1st. It will have a seating capacity of 446, and the building was erected especially for that purpose.

The Range Theatre, Hurley, operated by Frank Milavetz of Ironwood, Mich., for seven years, has been taken over by the Ironwood Amusement Corporation, headed by M. D. Thomas, of Iron Mountain.

At Lusk, Wyoming, Carlin Smith and N. O. Reed took over the Wyoming Theatre early in January, and an entire change in showing and admission fee has been made by the new management. Instead of permitting reduced admission prices to high school students, regular prices will be charged. For children, the admission price will be 20 cents, except for the Saturday matinee, which will be 9c. The regular admission for grown-ups is now 50 cents, a reduction of 5 cents from the former price.

At Madison, the state capital, three new theatre managers have been put into power. They are Fred Reeths, at the Capitol Theatre; Jean Brucken at the Eastwood, and Ray Rackow, Majestic Theatre manager. Miss Brucken is co-manager with her parents, Mr. and Mrs. Walter Brucken at the Eastwood. Reeths comes to Madison with a 30-year record, it is reported, having been actor-manager in both stock companies and in movie houses. His latest

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position in filmdom was at the Appleton Theatre, Appleton, Wis. Rackow was formerly manager at Sheboygan.

In Milwaukee Distributors' Row it is reported that Leonard Chilton has been named manager of the Wyoming Theatre, at Lusk, Wyo., having come with one of the new owners of the movie house, Carlin Smith.

During American Brotherhood Week, observed in Milwaukee during the week ending Feb. 16th, Harold Fitzgerald, of Fox-Wisconsin and state chairman of the campaign, provided about 2000 youngsters with a free movie Saturday morning, (Feb. 16) at the Palace Theatre. At this show, Judge Rosenberry, of the Wisconsin Supreme Court, and chairman of the American Brotherhood Week program, spoke to the youngsters.

CHARLOTTE

Benn Rosenwald, Metro manager is all set for his trip to South America. He and Mrs. Rosenwald leave Thursday for Miami to start the trip. Benn found that leaving the country is not as easy as it seems. He had his picture taken —went to Uncle Sam and received the necessary papers on which to mount said picture—was weighed, measured, and after giving his life history was given the nod of approval. The Metro Exchange gave him a going-away party at the exchange.

Dean House, veteran Warner salesman is mourning the death of his mother who passed away Thursday at the age of 102.

Bob Pinson, booker at Kincey Circuit is in Atlanta attending the funeral of his brother-in-law.

Now that the rain has finally stopped in the Carolinas, the exhibitors will more than likely come to Charlotte to book.

TORONTO

The 3-for-1 split of common shares of Famous Players Canadian Corp., Toronto, went through without a hitch and there are now 1,800,000 no-par common. The situation was very different some years ago when the move was made to convert five shares of Canadian stock into two shares of Paramount Theatres common, listed on the New York stock market. Strenuous objection was raised because the switch represented the passing of control of the Canadian circuit to the United States.

The abandonment by the Canadian Government February 15 of the wartime order which froze salaries and wages has been followed by the introduction of hospital and pension plans for employes by theatre and film companies. Famous Players Canadian Corp., which already has had a life insurance scheme for members of the staff, has started a hospital and surgical plan for which both company and employes will share the premium cost. RKO Distributing Corp. of Canada is reported to be the first Canadian film exchange to take up a pension plan with retirement pay. Such features had been prohibited by the government as representing wage increases.

"The Bells of St. Mary's" may not have its first-run in Toronto for a long time because of film congestion due to extended runs. It is tentatively booked into Shea's Theatre where "The Lost Weekend" is currently drawing big crowds, to be followed by "Leave Her to Heaven" and "Kitty." It may be well into April before "The Bells" reaches the screen, it is stated.

Residents of Dixie, Ont., have risen in protest against the proposed establishment of Canada's first open-air film theatre in the suburban residential community by Bloom and Fine Theatres, Toronto. They made organized complaint to the local authorities against the project which, they said, would bring noise and traffic congestion. According to the announcement, the 18-acre "theatre" would accommodate 800 automobiles.



MYSTERY MAN. Alfred Hitchcock, master of the mystery film, arrives with Mrs. Hitchcock for a short vacation in New York following completion of the new Ingrid Bergman starrer, "Notorious," for RKO Radio.

Canada's National Film Board has announced that it is servicing the United Nations Conference in London with typical Canadian films and a graphic exhibit, such as it did for the San Francisco Conference and the Food and Agriculture session in Quebec City.

Glenn Ireton, exploitation specialist with Canadian Warner Bros., caused somewhat of a sensation when he secured Maj. Gen. Brock Chisholm to appear in a foreword sequence in the short, "Hitler Lives?" Chisholm, who is Deputy Minister of the Canadian Department of National Health and a noted psychiatrist, is one of the most-discussed personages in the Dominion because of his forceful comment on International relations and the menace to civilization.

Chief Justice J. C. McRuer in the Ontario courts handed down a judgment awarding $26,-106.37 to Regal Films, Toronto, Canadian MGM distributor, the amount of its claim against the Glen Falls Insurance Company for fire loss in the Toronto Film Building fire of November 17, 1943. The defendant argued that the time limit had elapsed for the filing of the loss claim but the Chief Justice ruled the defense had no case. The judgment provided for the addition of 5 per cent interest and the payment of court costs to Regal.

The many friends of Ted Gee, veteran doorman of Shea's Theatre, Toronto, will be sorry to learn he is compelled to have a serious operation. His wife has also been very ill.

John Kurk, originally from Winnipeg and previously manager at Sudbury and London, has taken over the management of the Belsize Theatre, Toronto, for 20th Century Theatres. Eddie Collins, identified with the Belsize for 18 years, has been made a relief manager.

Arch H. Jolley, executive secretary of Motion Picture Theatres Association of Ontario, addressed a gathering of 72 Rotary Club members at Trenton, Ont., on the place of films in present-day life. The luncheon was arranged by Manager G. W. Martin of the Trent Theatre and Manager Preston Salter of the Century, Trenton.

A film pioneer of Sarnia, Ont., L. E. Mann, 52, died at his home there, leaving his wife and three sisters. He was on the staff of the Imperial Theatre for many years and previously had been with the former Princess and the Boys Brigade Hall where the first picture shows were presented there.

Combination newspaper and poster advertising has been prepared by Glenn Ireton for a pair of features which are to be booked as a double-bill, the pictures being "It All Came True" and "Pride of the Blue Grass." A standardized two-feature program is something new in the Canadian film trade.

ST. LOUIS

Wednesday, February 27 is the time set for the opening of the hearing into the "unreasonable clearance" complaint filed by H. E. Webster, operating the Webster Theatre, Steeleville, Ill. and the Princess Theatre, Percy, Ill., against RKO-Radio, Paramount, Loew's, Inc., and Warner Bros. Harry G. Erbs, St. Louis attorney, is the arbiter in the case.

Lt. R. King Kauffman, Jr., 38, an Army overseas aerial photographer, who died recently at the Birmingham General Hospital in Van Nuys, Calif., was a former resident of St. Louis. He was a camera man for MGM in California prior to entering the Army.

The State Theatre, Princeton, Ill., is being remodeled for early reopening after being dark for six years.

Because her mother "wouldn't let her go to a picture show," Phyllis Morland, 14 years old, daughter of Mrs. Anna Morlan, 3200 Barrett Street, drank a small quantity of iodine the night of February 12, according to a police report. She was taken to the City Hospital.

Tom Breneman, conductor of the "Breakfast In Hollywood" radio program, will stage a "goofiest hat" contest here during a week's personal appearance engagement at Fanchon & Marco's Fox Theatre, February 26 through March 4.

Some 200 persons are expected to attend the first convention of the Theatre Activities Committee of the Motion Picture Industry at he Chase Hotel here on April 1 and 2.

Someone, somewhere in the St. Louis sector apparently had to go on a liquid diet because he left his false teeth at Loew's State Theatre while viewing "Spellbound." Ted Barker, publicity man for the house, said the owner could have the teeth by proving they fit his mouth.

Seen along Film Row during last week were Rone Pedrucci, booker for the Frisina Amusement Company, Springfield, Ill.; Ed Fellis, Hillsboro, Ill.; Tilden Dixon, Crystal City and St. Clair, Mo.; Bill Williams, Union, Mo.; Hugh McGregor, Arcola and Oakland, Ill.; and Mrs. R. Passalosqua, Palmyra, Ill.

Hall Walsh, Prairie District manager for Warner Bros. spent last week in Kansas City.

Sam Barber, Warner Bros. salesman, recently discharged from the Army, will return to his old task of traveling Southeastern Missouri for Warners at an early date. However, his return to the old job has been delayed somewhat by the illness of his mother, who is a patient in Barnes Hospital.

ALBANY

At a dinner held in Jack's Restaurant, (Feb. 18) Variety Club honored and inducted the following new barkers: Holbrook C. Bissell (Columbia branch manager), John A. Bylancik (National Screen Service office manager), Charles L. Dortic, (Columbia salesman), S. Robt. Finkel (Universal salesman), Edgar Frink (Times Union promotion manager), Bennet Goldstein (MGM booker), Daniel Houlihan

(*Continued on Page 30*)

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page* 29)

(Fox salesman), John G. Moore (Paramount branch manager) and Richard Strewe, Republic salesman. Testimonial honor was accorded to Joe Shure who resigned as assistant to Fabian's Saul Ullman on Saturday past and is planning to leave for the coast on February 25. Mr. Shure's plans are indefinite and announcement will be made at a later date regarding his new affiliation.

Salesman Mickey Daytz has been transferred to the Warner office in Boston. Jimmie Moore, out of the service, returns to Albany Warner office as salesman.

Norman Ayers, Warner eastern division manager, and Jules Lapidus, eastern salesmanager, were in town.

Ralph Crabill, Warner Jamestown district manager, in town to confer with C. J. Latta, zone manager.

Visitors along the Row included Miss J. Dolan and Mrs. Quigley from Coxsackie; Mrs. Klein and son from Hunter; Sam Rosenblatt from Watervliet; Frank Wertheim from Chestertown; Sam Davis of Phoenicia.

Dick Stephens, Warner exploitation man was in town for several days.

Exhibitors who are enjoying the Florida sunshine include Henry Frieder and Henry Grossman, Mrs. Van Buren, Mrs. Jane Conery, Harry Lamont, A. M. Patten.

Eugene Vogel, Universal branch manager went to Cooperstown to confer with Smalley's Circuit.

Wm. A. Scully, Universal general salesmanager, and John J. Scully, Boston district manager went to Gloversville.

Sam Millberg has been transferred to Detroit as Columbia salesman.

Congratulations to MGM booker, Bennett Goldstein, who became the proud papa of a new baby girl.

Lee Drexler spent weekend in Montreal, visiting a buddy with whom he was in Trinidad for two years when with the 33rd infantry. Lee is Warner Theatres' assistant contact manager.

Warner Theatres' office is getting its face lifted.

Eleanore Paredeis of Pam-O-Film in town for three days to visit circuit buyers.

Buffalo PRC branch manager Louis Lieser in town for conferences with Warner's and Fabian.

Leo Murphy of Film Classics, Buffalo, visited the Row and conferred with Warners, Fabian and Hellman circuits.

DALLAS

In recognition of the splendid record made by J. O. Cherry, during his two-year term as chief barker of Texas Tent No. 17 of Variety, in 1944 and 1945, the Lone Star tent will toss its most spectacular dinner February 22 in the Grand Ballroom of the Adolphus Hotel in Dallas.

The dinner honoring Cherry, who is city manager of Interstate Theatres in Dallas, will be limited to 450 members of Variety and a multitude of prominent civic, political, and business leaders of Dallas and Texas, who will come to pay homage to the man who has guided Variety's Tent 17 into national prominence and recognition for its many-faceted charity endeavor.

The dais will be presided over by William O'Donnell, new 1945 Chief Barker of Tent 17, and Bob O'Donnell, National Chief Barker of Variety. Principal speaker for the night will be Col. Wm. McCraw, long a friend of Variety, and former attorney general of Texas.

Decorations and physical aspects of the dinner are under the direction of Raymond Willie, a director of Tent 17.

Cherry's two-year term as Chief Barker was marked by Tent 17's assumption of complete financial and physical operation of the famous Boy's Ranch at Copperas Cove, Texas, where currently 50 underprivileged boys are being cared for, from boyhood until they reach twenty-one. Plans call for the future caring of 200 boys.

Another of "Skipper" Cherry's outstanding roles in the Texas tent of Variety has been the promotion of the club's Turtle Derby into a gigantic annual event, where for the past two years the gross has been close to $100,000.00 a year. All net profits of the annual Turtle Derby go to Tent 17's charity fund, which has been incorporated into the Variety Foundation of Texas.



SEPARATED FROM SON. After nearly five years in the Army, Ex-Captain Thomas and Mrs. Royal gave up Army life to combat the housing shortage and separation from their young son, who is living in Washington, D. C., with his grandparents while the search for an Atlanta, Ga., apartment goes on. Royal became manager of the Rhodes, Atlanta, in January, succeeding Mary Zellner, resigned. Before entering the Army he was manager of the DeKalb, Decatur, Ga.

HARTFORD

With "Bells of St. Mary's,, lining the customers up in long queues in front of the Hartford Strand at every performance, Manager Jomes F. McCarthy is nevertheless proceeding blithely with his "Glass Slipper" contest, which the Warner house is sponsoring in conjunction with the Sage-Allen Company to promote interest in the forthcoming Joan Leslie vehicle, "Cinderella Jones." Hartford lassies are coming forth in droves to try squeezing their tootsies into the tiny glass slipper now on display at the department store. Should more than one girl qualify, the fashion editors of the *Courant* and *Times* will select the winner on a personality basis.

Russell Ordway, after three years in service, a good part of which was spent in Germany, is back in civvies and is the new assistant manager at the Allyn Theatre, Hartford. Russ served his apprenticeship as usher and doorman at the Allyn, and was assistant manager when Uncle Sam beckoned.

A recent visitor at the Allyn was Colonel Frederick E. Johnson, former assistant manager there, back from overseas duty.

Walter Stewart, another former assistant manager at the Allyn, who is now manager of the Community Theatre, North Attleboro, Mass., was in Hartford February 18, to help Captain Matthew Graham, Allyn Theatre fire protection officer, celebrate his Golden Wedding anniversary. Many of Cap's local theatre cronies were on hand for the party given to honor him and Mrs. Graham.

That extremely personable publicist, Laura Wells (erstwhile stylist for Powers Studios), hit Connecticut towns this week doing her stint for Selznick's "Duel in he Sun," due here in early summer. Here's one ballyhoo specialist who has no trouble gaining the ears (and eyes) of the boys behind the theatre desks at the newspapers on her beat. She learned her routine from Anita (The Face) Colby, and it's an effective one.

Jack Sanson, manager of the Manchester State, is fuming good naturedly at the mouth because it was reported in this department last week that he succeeded in getting $6 for four pairs of nylons he autcioned off on the last day of the March of Dimes campaign, for the benefit of that cause. Jack opines he'll buy all the nylons he can get his hands on at that price, and not auction thm off, either! The amount he actually got was $65.

Jack, incidentally, is jubilant over the sell-out annual police benefit he helped put on at the State recently. He and Captain Herman Schendel of the Manchester Police trekked down to New York to book the 10 acts of vaudeville that made the show the outstanding success it was.

Russ Grant, Loew's Theatre man, is filling a temporary assignment as assistant manager at the Palace, Hartford. Grant, newly out of the service, was a member of the 166th Photo Company attached to the Third Army, and worked with the 83rd Infantry Division in Normandy. He was personal still photographer for General Patton during the German campaign.

It was Old-Home Week at Warners' Regal in Hartford this past week. Among visitors to drop in to say hello to their old boss, Manager Frank Morin, were Rocco Volpe, former doorman, who is headed for Hyler College to continue his education; Dominic Carilli, usher, who was with the Coast Guard for three years in the Pacific theatre; and Anhony Liccitri, another Regal ex-usher, who was making the most of a 10-day leave.

DENVER

Jack Casey, former manager in the Fox Intermountain Montana district, is back after a discharge from the Army, and will be given an assignment in that area.

National Theatre Supply Manager J. J. Morgan and Joe Stone, salesman, gave the entire staff and their wives, sweethearts and families a steak and turkey dinner at the Rocky Mountain Screen Club.

Si Gertz, former publicity director for Civic Theatres, has been discharged from the marines and is vacationing before deciding on his plans.

Irving Simpson, city manager for Fox Intermountain in Caldwell City, Idaho, is putting on benefit shows for a new hospital to be built there.

John Wolfberg has taken over management of the Mission, Denver.

The Antlers Theatre, Helena, Montana, will be reopened in about two months following extensive remodeling work.

Archie Goldstein has leased and will reopen the Palm with foreign films in addition to American fare.

Bernie Hynes, Denver manager, is on an eight-week leave of absence, and has gone to New York to assist Spyros Skouras in the Red Cross campaign. Sterling Way, just out of the Army, has been assigned to the Denver while Bernie is away.

Bernard Gold, former Metro booker, has been given an Army discharge.

Norine Fletcher, former assistant at Laramie, Wyo., has been discharged from the Army and has been assigned as assistant to A. C. Stalcup, Sheridan, Wyo. Both are Fox Intermountain spots.

Les Newkirk has been named city manager at

REGIONAL NEWSREEL

Rock Springs, and Marvin Skinner, who has been acting manager, will become manager of the Grand there.

Howard K. Frye sold the Topper, Lyman, Neb., to Virgil Douglas.

District Manager Jerome Safron, and Robert Hill, Denver manager Columbia, flew to Salt Lake City to look over things at the exchange.

Don Tweeddale, Columbia shipper, discharged from the Army, has returned to his old job.

D. H. Warnock is planning to build a theatre at Fort Collins, Colo.

Neal Beezley, owner of the Midway, Burlington, Colo., has been elected a vice-president of the Colorado Junior Chamber of Commerce.

Frank H. (Rick) Ricketson, president of Fox Intermountain Theatres, has been named regional chairman of the drive for funds for the American Cancer Society.

MEMPHIS

Malco President M. A. Lightman and Leonard Goldenson, president of Paramount Theatres, Inc., a partner in the Malco circuit, held a discussion here last week in Memphis about using the soon to be constructed Crosstown Theatre into a carry-over house.

Memphis now has no first run carry-over house. Foundations are to be laid this week for the 1450-seat Crosstown. Several stores will be built in connection with it.

Foundations will be started this week on the W. C. Handy, the new negro house to be built in the Orange Mound neighborhood by Chalmers Cullins, Ed Cullins, Nate Evans, Kemmons Wilson and Louis Weaver. The combine hopes to have the new theatre open by Fall and Handy, for whom the house is being named, has promised to be present for the official opening. A feature of the theatre will be a personal tribute to Handy built into the lobby. As patrons enter they will encounter a 40x60 lighted picture of the famous negro composer. Directly across from the picture sheet music cover reproductions of the songs composed by Handy will be placed. Author of St. Louis Blues, Memphis Blues, Beale Street Blues, etc., Handy formerly conducted an orchestra in Memphis and lived here many years.

Memphis Variety Club entertained with a Valentine Party Saturday night which was made merrier by the visit of a number of the personnel from the Hamid-Morton Indoor Circus, which played to sell out crowds at the Auditorium.

INDIANAPOLIS

Jane Gibson, of the Warner booking staff, has resigned to accept a similar position at Y & W Circuit.

Joseph Winsky, who represents International Pictures, Inc., was a visitor at RKO, Indiana distributors for his pictures.

George Landis, manager at 20th-Fox exchange, spent several days in Louisville, Ky., on business.

Joe Smith, who manages the Amusement Enterprises houses, has announced his withdrawal from that company, effective April 1.

Irving Sochin, 20th-Fox sales manager, spent the week in Ft. Wayne and surrounding territory, calling on exhibitors.

Ben Hopkins, manager at Ger-Bar Equipment Co., is confined to his home by illness.

Florence Whelan, secretary to L. J. McGinley at Universal exchange, sustained a painful injury during the week as the result of a fall.

Fred Dolle, head of the Fourth Avenue Amusement Co., Louisville, is en route for St. Petersburg, Fla.

Carl Kemp, for many years a booker at Paramount exchange, has resigned his post.

Flight Officer and Mrs. P. P. Hill, Dayton, O. ,spent several days in the city. Mrs. Hill is the daughter of Herb Ochs, who operates the Drive-In Theatre in Dayton. Hill has been discharged from the service.

Robert Hudson, Jr., the son of Bob Hudson, Richmond exhibitor, is en route to Great Lakes Naval Station, from where he will be discharged in the very near future.

The first vacation in 20 years is to be the treat of Jesse Stuckey, who operates the Warren Theatre at Warren. He will go to Florida and Cuba.

Film Row visitors included: Harry Watts, Knightstown; William Wallace, Veedersburg; D. D. Lee, Rockville; E. L. Orenstein, Maringo; Harry Douglas, Terre Haute; Arthur Clark, Bloomington, and Roger Scherer, Ft. Wayne.

John O. Servaas, who before his entry in the Air Corps, was connected with the S & S Theatres here, was promoted to major, and is now on terminal leave.

The Southern Insurance Co. here is looking for information on William Oakland, who formerly operated the Arc and Star theatres in Lafayette, and recently died somewhere in Ohio. The insurance concern is holding a policy payable to his mother and wife.

CINCINNATI

Donald O'Connor, Universal star in the Army, passed through Cincinnati Saturday en route to Greensboro, N. C., where he is stationed. He and his wife had just passed a furlough with relatives at his home in Danville, Ill. He announced that he is to be a father in August.

Peter Rosian, Universal district manager in Cincinnati, visited the Dallas, Texas, exchange last week. Ben Lorber and Tom Gerrity, Universal home office executives, were visitors at the Cincinnati office last week.

Out-of-town exhibitors on Film Row last week included Foster Lane of the Dixie Theatre, Williamsburg, Ohio; Max Goldberg, Falmouth, Ky.; Louie and Mannie Shor, War, W. Va.; Carl Fitzpatrick of the Consolidation Coal Co. Circuit, Jenkins, Ky.; Adeline Ward, Somerset, Ky.; William Cain Jr., Louisa, Ky.; Frank Allera, Matewan, W. Va.; Woodrow Thomas, Princess Theatre, Mount Hope, W. Va., and Bliss McCrum, Village Theatre, Charleston, W. Va.

The Columbia office force of the Cincinnati exchange celebrated St. Valentine's Day at a party Monday at the CAC Club, Covington, Ky.

Bill Cain, Jr. and Warren Schaefer of Moorehead and Olive Hills, Ky., stopped in at the Republic exchange.

BRIDGEPORT

Alfred E. Shea, manager of the Klein Memorial Auditorium, recalled this week that Gregory Peck, star of "Spellbound," attraction at Loew's-Poli, made his first appearance in Bridgeport in a legitimate play, "The Doctor's Dilemma," starring Catherine Cornell, at the Klein in 1941. "The Doctor's Dilemma" was the first attraction booked at the Klein after Shea assumed its management. Present policy of the house alternates between stage productions and motion pictures. Manager Matt L. Saunders, of Loew's-Poli, where "Spellbound" had its local premiere, gained additional publicity through the cooperations of Shea in publicizing Peck's first appearance in this city.

Samuel Badamo, formerly manager of Loew's Globe and now a district manager for the Lockwood circuit in Rhode Island, dropped in from Providence last week to visit his old friends among the theatre managers of Bridgeport.

Manny Kuggel, former manager of the Warner, and Mrs. Kuggel, celebrated their wedding anniversary last week by attending a performance of "Song of Norway" in New York.

The two sons of film stars Joel McCrea and Frances Dee, David and Joel III, are enrolled at the Daycroft Boarding School at Stamford. They came east with their parents recently.

Anthony (Tony) Massella, former assistant manager at the Globe, is out of the Army and has resumed his interrupted theatre career at Loew's Bijou, New Haven.

Laura Wells, exploiteer, former Powers model and newspaperwoman, was in town last week in advance of David O. Selznick's "Duel in the Sun." Miss Wells, a beautiful platinum blonde who has appeared both inside and on the covers of *Vogue* and *Harper's Bazaar*, was formerly society editor of the Buffalo *Courier-Express*.

James Tobin, Manager of the Warner, is back from a business trip to Boston.

COLUMBUS

Larry Caplane, manager of the Grand before he joined the armed forces, is back in his old job. Larry served with the famous 82nd Airborne Division throughout Europe. He spent 16 months overseas and was in uniform 32 months. Harry Simons, manager of the Grand during Larry's absence, has been named house manager of the Palace here, City Manager Jerry Shinbach announced.

Two envelopes containing $19.50 were taken from the Cameo Theatre last week, Manager Dayle Lucas told police. A 19-year-old youth was later arrested for questioning in connection with the theft.

Bernard Maxwell, Columbia exploiteer, was in town last week working with the Coast Guard on the current recruiting drive for Coast Guard enlistments in connection ith the Columbia musical, "Tars and Spars."

Chris Davie, owner of the Perry Theatre at New Lexington and the Corning at Corning, was a dinner guest last week in the new Variety Club Cook House with his family. Mr. Davie is a member of the Cincinnati tent of the Variety Club.

Arthur "Whitey" Egberts, manager of the Ohio, is vacationing with his family. Joe Sloan is acting as relief manager of the Ohio during Mr. Egberts' absence.

P. J. Wood is taking time off from his affairs as secretary of the Independent Theatre Owners of Ohio to acquire a Florida tan.

William H. Elder, former Ohio manager now with the army of occupation in Friedberg, Germany, writes that he's due for a GI tour to Switzerland and Rome soon. He recently received a T/5 rating. Elder is a T/5 in special service, handling music and athletic equipment. He expects to be back in Columbus by Christmas.

Rank Group Training Cartoon Film Technicians

The Rank organization in England is training cartoon film technicians with the help of David Hand, formerly of the Disney studios, according to John Davis, joint managing director of the organization. The first assignment of the newly-trained cartoonists will be to provide films for the Odeon Clubs, which entertain children 7-14 years of age.

Davis also revealed that the recent steel strike in the United States was the principal factor holding up construction of some eighteen new theatres, which the Rank group plan to build in Canada as soon as possible.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

SHORT SUBJECT REVIEWS

Tin Pan Alley Tempos *(Fair)*

Univ. (1305) Name Band Musical 15 Mins.

Phil Ohman and his Orchestra form the musical background for songs by the Pied Pipers and Carolyn Grey, tap dances by Grace Costello and the original compositions of Jimmie Dodd, sung by himself to his guitar accompaniment. The orchestral music is good but lacks color, the same tempo being maintained throughout the orchestral musical numbers and with the singing and dancing. A nicely produced short that might have been improved by cutting.

The Friendly Ghost *(Very Good)*

Para. (P5-1) Noveltoons 7½ mins.

This is an extremely delightful cartoon about a little ghost who tires of scaring people and leaves the house he is haunting in search of human friends to play with. But his attempts only succeed in scaring everyone away. In desperation he tries to commit suicide, but ghosts are already dead. Finally, two children befriend him, take him home where he proceeds to scare the wits out of the villainous landlord who wants to foreclose on the mortgage.

Hillbillies *(Very Good)*

Para. (Y5-2) Speaking of Animals 9 mins.

Walking and talking dogs and expert trick photography make this Jerry Fairbanks short one of the best yet. The amazing canines, dressed in hillbilly clothes are shown doing everything from waltzing in a barn square dance to rapping out some delightful corny music. From the first sequence showing a dog sauntering down the road telling every dog he meets about the big barn dance, until the closing shot where the canines are shown singing and dancing, this short will delight audiences young and old.

Running the Team *(Good)*

Para. (R5-3) Sportlights 9 mins.

The college and grounds of Notre Dame at South Bend are employed as the locale for this entertaining short highlighting football. From dormitory to field the short depicts the method by which Notre Dame trains and pampers its athletes, publicizes and manages its nation-wide games, and finally on Saturday, plays the big game. Ted Husing narrates and is shown broadcasting the big game, which has all of the thrills and spills which gridiron fans have learned to associate with the fighting Irish. Football addicts will go for this and other audiences will find it interesting and entertaining.

Community Sing *(Fair)*

Columbia (7654) Don Baker 11 mins.

Don Baker's organ music leads the Song Spinners and the audience through Gotta Be This Or That, There's No You, A Kiss Goodnight, Till the End of Time and Good, Good, Good. Similar to previously reviewed Community Sings and just as popular as the others.

Screen Snapshots *(Interesting)*

Columbia (7853) 9 mins.

Combining a Hollywood fashion show, the Robert Mitchell boys' choir and Leo Carillo's rodeo as the background for such personalities as Jinx Falkenburg, Hillary Brooke, Dale Evans, Connie Haynes, Sharon Douglas, Shirley Ross, Joan Merrill, June Clyde, Dusty Anderson and others, the short provides interesting minutes with the stars.

Screen Snapshots *(Interesting)*

Columbia (7854) 9 mins.

Cricket and golf provide opportunities for Columbia's ubiquitous cameramen to show short episodes featuring Basil Rathbone, Arthur Treacher, Ronald Colman, C. Aubrey Smith, Nigel Bruce and others viewing and participating in cricket matches and then the short switches to a charity golf match featuring Bing Crosby, Linda Darnell, Ray Bolger, John Carroll, Danny Kae, Leo Gorcey, Ken Murray and Bonita Granville.

Syncho-Smooth Swing *(Good)*

Universal (1303) Name Band Musical 15 mins.

Ted Fio Rito and His Orchestra present their own music and Gloria Delson, Paul Carley, The Solidaires, Armand and Anita and Evelyn Farney in singing and dancing numbers, accompanied by the smooth accompaniment of Fio Rito's musical aggregation. The short has a good, fast pace with musical arrangements in which the melody predominates, just for a change from the over-arranged, too-stylized conglomerations offered as swing music lately. Good musical short for any program.

Jungle Capers *(Amusing)*

Universal (1345) Variety View 9 mins.

The entire 9 minutes of this short are devoted to the capers of monkeys of one variety or another. The spider monkey from Central and South America hops around the San Diego Zoo cages with the aid of his prehensile tail with all of the dexterity of a subway strap hanger. The gibbon is shown and the narrative states that he most nearly resembles man in his brain structure. The orang-outang, chimpanzee, the rhesus macaque, the weeping capuchin and two young gorillas also are shown, with accompanying narrative explaining something about the characteristics of each.

Film-Vodvil *(Excellent)*

Columbia (7953) 11 mins.

This is the liveliest 11 minutes of bombastic entertainment seen in short subjects in some time. The music is provided by Morale's Copacabana Orchestra, with all of it composed by the leader. Chita Isar and Pepe Del Como sing a couple of the numbers and then the irrepressible Diosa Costello takes over the screen in the closing number. This is really lively and chock full of entertainment value. It is suitable as an addition to any type of program.

Maid Trouble *(Funny)*

RKO Radio (63,702) Leon Errol 18 mins.

Errol convinces a prospective business associate that he (Errol) knows everything about labor relations and to close a deal invites him home for dinner. The maid quits, however, and not to break down his associate's confidence in his ability to handle people, Errol's wife, Dorothy Granger, assumes the maid's job. In a mixup of mistaken identity when the maid returns and is mistaken for Errol's wife, a slapstick chase ensues, with the maid's husband wielding a gun and Errol going to every extreme to escape, including teetering on the outside ledge of his high apartment building. Much better than the usual Errol comedy.

Ski Aces *(Excellent)*

20th Century-Fox (6351) 8 mins.

Set in the grandeur of the Wasatch Mountain peaks at Alta, Utah, with Technicolor photography enhancing the natural beauty of the scenery, Ed Thorgersen's commentary accompanies breath-taking ski feats of the brothers Engen, Norwegian-Americans whose skill on skis is famous throughout the world of winter sports. The brothers go through every conceivable antic on skis, showing enough thrills to satisfy the most avid ski fanatic and supplying entertainment enough to satisfy anyone in a movie audience who has never even seen a ski.

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, February 23)

MOVIETONE (Vol. 28, No. 50)—Steel strike settled; Chester Bowles asks public help against inflation; New Cardinals visit Eire and France on way to Rome; Dionne Quintuplets quite grown up at Canadian Carnival; Hollywood stars help inaugurate new air service; Native town gives African GI big welcome home; New York Giants start training; Plastic playballs for exercise; Sand-sailing; Ski meet in French Alps.

NEWS OF THE DAY (Vol. 17, No. 248)—485 rescued in shipwreck; Bowles warns of inflation; Steel chief welcomes strike's end; Battleship stripped for Atom blast; More GI war brides arrive; New honors for Greer Garson; Ireland hails new Cardinals; Skiing in French Alps; Baseball Giants start swinging; Plastic Balloonatics; Dionne Quints in Winter Carnival.

PARAMOUNT (No. 51)—Atom tests as the Navy gets set; New Cardinals prelates at Rome ceremony; Back to work in steel; Film stars inaugurate new flights; Yukon survivors back in U. S.; Quintuplets' first picture since 1943.

RKO PATHE (Vol. 17, No. 53)—Steel strike ends; Saratoga ready for Atomic bomb test; Kaiser introduces family plane; Ski champ at International meet; Carry holy statue to Notre Dame; Dionne Quintuplets at carnival; Clear path through 30 feet of snow.

UNIVERSAL (Vol. 19, No. 478)—Cardinals on way to Vatican; Pope Pius thanks UNRRA; Ship breaks in half; Austrian treasure returned; Plastic at play; Dionne Quintuplets open Winter Carnival Giants begin training in Florida.

(Released Wednesday, February 20)

MOVIETONE (Vol. 28, No. 49)—Cardinals-elect fly to Rome for elevation by Pope; U. S. Justices make plea for American Brotherhood Drive; Something new in automobiles; Philadelphia pays hero's tribute to Admiral Nimitz; Queen of Chicago lens aces wins by photo flash; Basketball: New York University vs. Notre Dame; Horse racing on ice; Championship dog show.

NEWS OF THE DAY (Vol. 17, No. 247)—New York blackout; New Cardinals fly to Rome; Supreme court justices in plea for brotherhood; Quaker City acclaims Nimitz; Meet Miss photoflash; New canine champs.

PARAMOUNT (No. 50)—Midget car now in production in California; Brotherhood Week opens; Harold L. Ickes resigns; Westminster Kennel Club Show; New York is "ghost town" for a day.

RKO PATHE (Vol. 17, No. 52)—New York shuts down; Ickes resigns after Capitol row; Justices in plea for American brotherhood; Cardinals-elect in Rome flight; New auto midget comes on market.

UNIVERSAL (Vol. 19, No. 477)—Tug strike ties up New York; Cardinals-elect fly to Rome; Auto goes out the window; Midget car takes a bow; Dog champs on review; N.Y.U. tops Notre Dame in basketball; Supreme Court urges brotherhood.

ALL-AMERICAN (Vol. 4, No. 174)—Two million young Americans celebrate Boy Scout Week; Dr. Dibble named head of Health Center in Louisville, Ky.; Red Cross executive tells of work overseas; Elaborate art exhibit marks Negro History Week; First Negro woman to become attorney general's deputy in California; Famed doctor wins the Legion of Merit from U. S. Army.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

Search 'Moon Maiden'

Reeves Espy, production head of PRC studios, now in New York, has announced his company's nation-wide search for "the most unusual type of beautiful girl" to portray the leading role in the company's "The Lost Continent," now being readied for production. Espy says that "Our girl must be much more than just a beautiful actress. To everyone in the world the cold, unreal beauty of the moon represents something different, but to everyone it is exotic and strange, alluring and compelling by its mysterious charm. This is the quality which will be typified by our Moon Maiden; the fascination of the completely unkown. To sum up the requirements of the part quickly—the Moon Maiden must be someone completely out of this world!"

"The Lost Continent," incidentally, tells the story about the first rocket trip to the moon!

Goldwyn Starts Building On Lab for Trick Effects

Construction of a special effects laboratory which will occupy 5,000 square feet of space, has been started at the Goldwyn studios on Formosa Avenue. The structure will house elaborate equipment for the production of trick photographic effects under the direction of John Fulton, who is celebrating his 25th year as a special effects director and who did the work on the Danny Kaye dual role scenes in "Wonder Man," said to be the largest job of split-screen Technicolor ever attempted.

The building will be of concrete and glass, with floors set on bedrock piers to prevent vibration. Its equipment will include four printers and six cameras, mostly built to Fulton's secret specifications for handling miniatures, traveling and printed matter work and color processes.

Diana Company Goes West

Diana Productions, producing company headed by Fritz Lang, Joan Bennett and Walter Wanger, will turn from the realism of city life as in "Scarlet Street" to that of the wide open spaces for its second production—which is to be titled "Winchester 73" and whose story, an original by Stuart Lake, will present Miss Bennett in her first western role. The plot revolves around the bloody Lincoln County cattle wars in which Billy the Kid figured prominently.

Cram on Pavlova Script

Mildred Cram has been engaged by Benedict Bogeaus and Casey Robinson to collaborate with Robinson on the script for "The Life and Loves of Anna Pavlova" in which Tamara Toumanova will be starred by the two producers.

Ephrons on Warner Roster

Pheobe and Henry Ephron, authors of the stage play "Three's a Family" have been signed to a writing contract by Warner Bros., and their first assignment is to do the screenplay for "Wall Flower."

CHECK-UP ON PRODUCT IN WORK

General Studio Productions Pace Slow, But Some Have Large Backlogs of Films; Strong Independent Operations at RKO Radio Are Revealed by Rathvon

UNITED ARTISTS Has Three Pictures Rolling, One Delayed; Raft's Illness May Delay Bogeaus Schedule—UA is running slightly behind last year's production tempo, but have a number of pictures in the process of being prepared. Sickness of Anne Baxter and Director Archie Mayo delayed shooting of Charles Rogers' "Angel On My Shoulder," but a speeded-up production schedule ought to make up the lost time. An attack of pleurisy put George Raft to bed and impeded production on "Mr. Ace and The Queen," Benedict Bogeaus film. "The Strange Woman," Hedy LaMarr starrer produced by Hunt Stromberg, continues to make headway and is nearing the last few weeks of shooting.

Samuel Goldwyn's "Glory for Me" was set back several weeks. It will probably go before the cameras at the end of this month or the first of March.

Buddy Rogers' and Ralph Cohn's Comet Productions pushed back their starting date on "Little Iodine," based on the comic strip, because of their inability to find a ten-year-old for the title role.

Andrew Stone produces and directs "The Bachelor's Daughters," all set to roll within the next three weeks. Stone also did the original story and screenplay. Latest additions to the cast include Jane Wyatt, Billie Burke, Adolph Menjou, Claire Trevor and Gail Russell.

David L. Loew's "A Night in Casablancha," starring the Marx Brothers, is undergoing the latest in a series of revisions. The producer has conducted a unique group of tests to determine actual audience reaction, having "sneaked" the picture before three different suburban theatre audiences to record laughs and success of gags.

Edward Small hopes to put "Bella Donna" before the cameras next month. The film will star Merle Oberon and Charles Korvin.

David O. Selznick's Vanguard Productions are still shooting on "Duel in the Sun," one of the most costly pictures ever made. In its present form the film runs four-and-one-half hours and will require considerable cutting to get it down to reasonable length.

Andy Clyde has been announced as Bill Boyd's sidekick in the "Hopalong Cassidy" series, to be produced by Lewis J. Rachmil.

* * *

PARAMOUNT Production Continues Slow; Next Betty Hutton Scheduled to Start—This time last year Paramount was ahead on shooting as compared to this week. Productions being shot, though, for the most part, are costly and require more care. "California" has ended its long siege of shooting, but will probably need a considerable period to adjust it for final release. "The Perfect Marriage," a Hal Wallis Production is winding up and should be ready for editing soon. "O.S.S.," recently started, is coming along nicely under the production guidance of ex-Lt. Col. Richard Maibaum. Another recent starter, the Pine-Thomas production, "Danger Street," is in its second week. Jane Withers gets the femme lead.

"Perils of Pauline" will be the next Betty Hutton super-duper, and ought to start late this month, according to studio plans.

One of the biggest Paramount films, "Where There's Life," will have William Bendix in the cast which is headed by Bob Hope and Signe Hasso. No starting date has been announced.

An ex-Paramount star, Stirling Hayden, reports to the studio April 1 to resume his career, interrupted by the war.

* * *

RKO RADIO Production at High Peak; Rathvon Reveals Strong Independent Operations—RKO is one of the leading lots in Hollywood in actual production at this time. The studio stacks up well with its excellent record of last year at a comparable date. The big Technicolor special, "Sinbad the Sailor," was set to start this week. "A Likely Story," young love comedy, is still rolling under the production of Richard Berger; "Crack Up," the psychological action drama starring Pat O'Brien, Clair Trevor and Herbert Marshall, goes into its ninth week; "Desirable Woman," the Joan Bennett starrer, is in its seventh week of shooting; and "Double Trouble," Jack Haley comedy-drama, is nearly ready for editing chores.

"A Child of Divorce" started this week, with Sharyn Moffett in the title role. Added scenes were shot last week for "Without Reservations," formerly titled "Thanks God, I'll Take It From Here."

Next month will find Liberty Productions' "It's a Wonderful Life," starring Jimmy Stewart, getting under way. The unit (Frank Capra, Samuel J. Briskin, William Wyler and George Stevens) plans nine pictures in the next three years for RKO release.

Michael Kanin is making final revisions on his screenplay of "Mexican Honeymoon," to be shot in two weeks. Robert Sparks will serve as executive producer.

N. Peter Rathvon, acting studio head, revealed the trend of the studio's production at a press conference, emphasizing the strong support independent producers releasing through RKO will give the company. Thirty-five per cent of RKO's output will come from such units as International, Hakim-Wood, Lasky-Leroy, Goldwyn and Disney. Disney is shooting "Make Mine Music" now, and will have it finished this month.

* * *

COLUMBIA Production Increasing; Readies Big Productions for Early Production—Harry Cohn's concern is increasing its tempo these days and is busy readying stories for imminent shooting. "The Story of Jolson" finished this week, but will undoubtedly require added scenes and final polishing before cutting

(Continued on Page 34)

HOLLYWOOD

CHECK-UP ON PRODUCT IN WORK

(*Continued from Page 33*)

and editing begin. Another film winding up is "The Devil's Mask," produced by Wallace MacDonald. Still going is "One Life Too Many," starring George Macready, Forrest Tucker and Leslie Brooks.

"Gallant Journey" is set to start Monday, with Glenn Ford and Evelyn Keyes in starring roles. William Wellman produces. Next week, "Power of Attorney," a mystery drama, is also scheduled, with Ted Richmond producing and D. Ross Lederman directing. Another likely starter is "Return of Rusty," a sequel to the first "Rusty" film.

Columbia plans "Coffin Corner" for the next in a series of "Crime Doctor" films, starring Warner Baxter.

Columbia plans to make "First Woman Doctor" one of its leading productions of the year. Melvin Levy is writing the screenplay, based on the life of the first woman physician in America.

* * *

METRO-GOLDWYN-MAYER Has Several Films Being Readied for Release, but Few Actually Shooting—MGM has five films going, but one of them is just about ready for editing. "The Showoff" got under way February 12; "Till the Clouds Roll By" is starting its second month of shooting; "Fiesta" has only a few weeks to go. "You Were There," starring Hepburn and Taylor, began last week and ought to be good for a long siege of shooting; and "Tenth Avenue Angel" starts today. "Angel" is being produced by Ralph Wheelwright and stars Margaret O'Brien with George Murphy and Angela Lansbury.

"The Beginning or the End," Sam Marx production, is shooting background scenes in New Mexico, Washington and the University of Chicago. Norman Taurog directs. The script, based on the atom bomb idea, is virtually completed.

Director Fred Zinnemann and Photographer Hal Rosson recently scouted scenes for locations near Riverside, California, for the forthcoming MGM picture. "My Brother Who Talked to Horses." The film will feature Butch Jenkins, whose most recent film, "Boy's Ranch," is getting a scoring treatment by Nathaniel Shilkret. Scoring is also being finished on "The Postman Always Rings Twice," starring Lana Turner and John Garfield.

* * *

REPUBLIC Ahead of Last Year's Shooting; Rogers Picture Still Rolling—After being stymied for a while because of labor difficulties, this studio is really rolling now. Just completed this week are "The Invisible Informer," "The Inner Circle" and "The Man from Rainbow Valley." "The Ghost Goes Wild," James Ellison-Anne Gwynne mystery drama, is set for a February 26 windup. Roy Rogers' latest, "My Pal, Trigger," ought to finish next week. Starting is "The Twisted Circle," to be produced by William O'Sullivan and directed by Phil Ford.

The first of an unprecedented top-budget quartet of specials starts early next month. It is 'Earl Carroll's Sketchbook," starring Constance Moore and William Marshall. Then will follow "Rendezvous With Annie," to star Eddie Albert.

* * *

PRC Has One Picture Going After Prolonged Dry Spell in Production—Pat Di Cicco's unit is shooting "Avalanche," starring Bruce Cabot. This marks the first picture for the DiCicco unit in a number of weeks. Plans for the future call for an increase in production, however.

"Devil Bat's Daughter," last regular feature completed by PRC, is being scored.

Last year at this time PRC had three pictures rolling, but 1946 has seen a definite lull in shooting.

* * *

TWENTIETH CENTURY-FOX Still Ahead in Production; Plans for "Amber" and "Razor's Edge" Progress—Fox has the most ambitious shooting schedule in town, with sound stages and sets busy. "The Shocking Miss Pilgrim," "It Shouldn't Happen to a Dog" and "Margie" are all rolling. "Three Little Girls in Blue" remains before the cameras, too, going into its 14th week.

Just completed are "Anna and the King of Siam" and "Cluny Brown." They join "The Dark Corner," murder-mystery featuring Lucille Ball, Mark Stevens and William Bendix, in the editing phase.

March 4 is the starting date scheduled for "Forever Amber," with Philip Dunne getting credit for the screenplay. "Razor's Edge," Somerset Maugham best-seller, also goes before the cameras next month.

It is hoped to get "Claudia and David" rolling before the end of February. William Perlberg produces and Walter Lang directs.

Mary McCall, Jr. is doing the screenplay for "Bandwagon," the Howard Dietz-Arthur Schwartz stage hit which George Jessel will produce.

* * *

MONOGRAM Draws a Blank on Production; Schedules Films for Shooting This Month—This studio is silent on the production front this week, with several films receiving editing checks and a number of pictures being readied for the lensmen.

George Callahan is at work on "The Shadow's Alibi," third in the "Shadow" series.

"The Hunted" is the next King Bros. starter, but the boys have purchased "Man in the Moon," based on a novel by Jules Verne, as another picture on their shooting schedule.

Hal Collins is scripting the second teenage picture, set for the cameras next month.

Background shots for Roy Del Ruth's "It Happened on Fifth Avenue" were shot in New York and the Catskills.

Jeffrey Bernerd's latest exploitation film, "Don't Gamble With Strangers," ought to get rolling February 26. William Beaudine directs a cast headed by Kane Richmond. George Sayre did the screenplay for this gambling expose.

* * *

HAL ROACH Nears Starting Date for First Film; Sound Equipment All Set—The Hal Roach studio is mighty busy these days, marking the return of this producer into the Hollywood scene after his absence because of service during the war. "The Fabulous Joe," produced by Bebe Daniels and directed by Harve Foster, rolls March 4.

Roach bought a novel last week called "Mr. Wilmer," in which a man suddenly is able to talk to animals. The veteran producer predicts a new trend similar to the "Topper" idea.

The entire Roach program will be filmed in color. Eastman has perfected a new development in negatives which should bring about a much better color projection, according to a studio announcement.

Release of Roach product has not been divulged at this writing. Formerly, Hal Roach released through United Artists.

* * *

UNIVERSAL Behind Last Year's Shooting; Several Pictures Start Next Week—This studio is running a little slow these days, but plans call for an increase in production soon. "Fandango," formerly called "Shahrazad," moves into its seventh week. "Three Kids and a Queen," with Marshall Grant serving as executive producer, just started. "Love Takes a Holiday" is still rolling.

Scheduled to start next week are "Inside Job" and "Lessons in Love." "Inside Job," to be produced and directed by Jean Yarbrough, is a comedy type feature. "Love" will feature George Brent and Lucille Ball in the Fessier-Pagano production.

Don Ameche is set for the lead in the Jack Skirball-Bruce Manning musical, "Sunny River," to go before the cameras soon.

* * *

WARNER BROS. Far Behind Last Year's Production Schedule; One New Film Starts—This company has a tremendous backlog of pictures, which is a good reason for the lag in present shooting. "Humoresque" and "The Sentence" are still rolling and "A Very Rich Man" just started. That is far behind last year's production at the same time.

"The Sentence" crew have been on location in San Francisco. "A Very Rich Man," which has been going 13 days, features Sydney Greenstreet in the main role.

Franz Waxman is working on the musical arrangement for "Humoresque," with Isaac Stern, concert violinist, recording special themes for the picture. A symphony orchestra of 115 pieces is at work on the music for this Jerry Wald production.

"Life With Father," to be produced by Robert Buckner, may start in two weeks. Irene Dunne and William Powell co-star.



STARDOM THEIR DESTINY. Six of the eight candidates for top of the screen ladder, recently announced by Jack L. Warner as part of Warner Bros. intensified drive for the discovery of new faces and for the development of stellar talent, are left to right, Martha Vickers, Robert Lowell, Peggy Knudsen, Dorothy Malone, Don McGuire and John Chandler. The other two candidates, Joan Lorring and Arthur Kennedy, are not shown here.

HOLLYWOOD

Bracket-Wilder Working On Script for Musical

The writing-producer-director team of Charles Bracket and Billy Wilder is engaged on the script for their first musical—presently titled "The Emperor Waltz"—in which they will have Bing Crosby and Joan Fontaine as co-stars and Technicolor photography to record their elaborate settings.

Bracket and Wilder, whose two previous films for Paramount—for whom they are to produce "The Emperor Waltz"—were "Double Indemnity" and "The Lost Weekend," expect to start filming the new picture in May, following completion of Crosby's soon-to-start picture 'Welcome Stranger."

Skirball-Manning Have 3 Scripts Ready for Cameras

The leading male role in the Jack H. Skirball-Bruce Manning Technicolor musical, "Sunny River," goes to Don Ameche under a pact signed last week. "Sunny River," in which Ameche will co-star with Carmen Miranda, is one of five productions the Skirball-Manning production unit plans for Universal distribution.

In addition to the musical, the company has two other scripts ready for shooting when casting is completed. These are "The Magnificent Doll," a romance concerning the life of Dolly Madison, for which Ginger Rogers has been signed, and "For Services Rendered," an original by Arthur Caesar.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

Today we're going to drop in on the set of the Hal Wallis picture, "The Perfect Marriage," to say hello to Loretta Young and welcome David Niven (this is his first American picture after six years in the British Army) back to the fold.

They're shooting over at Paramount, and the studio tells me that today's scene takes place in the living room of a very sumptuous apartment. This is Loretta and Niven's home. According to the script, they have had a perfect marriage for ten years, when suddenly they find themselves drifting apart because of divergent interests.

Once we enter the stage we're surprised to find that a completely furnished apartment has been set, for this is contrary to custom. There's a very beautiful modern bedroom, a kitchen, dining room, library and last, the living room where the action takes place. A rehearsal is in progress, so we locate a secluded corner where we can sit back and watch the proceedings.

Loretta and Niven are having a quarrel. She is seated behind a desk, playing solitaire, while he paces up and down in front of her. He accuses her of being a part-time business woman, part-time housekeeper, part-time wife, part-time mother (they have a child of nine) and goes on to say "the tiddlewinks you do, you call work . . . etc., etc."

At his words she gets very angry, so she throws aside the cards, jumps up and proceeds to tell him off. "When you choose your next wife," she says, "be sure to see that she hasn't any of my faults." . . . and then proceeds to slap his face.

We had been told on our way in, about the joke the crew and Niven were playing on Loretta. Before the rehearsal started, Niven had put some false teeth in his mouth and these he was to drop out when Loretta slapped his face. Sure enough, that's exactly what he does, much to her amazement and everybody's enjoyment.

The merriment that results upsets the action for a few minutes, but since Director Lewis Allen was in on the joke, it doesn't take him long to get everything adjusted again. In fact, it's shortly after that that he okays the "take" . . . which releases everyone for a short time, and gives us an opportunity to speak with Loretta and then offer our best wishes to Niven before they're called back to work.

Until next week.

Ann Lewis

STUDIO NEWS & PROGRAM NOTES

Carey Wilson to Produce 'Mutiny on Bounty' Sequel; Warners Plan Olcott Biography with Dennis Morgan

Carey Wilson has been assigned the MGM production of "Christian of the Bounty," a sequel to "Mutiny on the Bounty," the adventures of Fletcher Christian, who was portrayed in the first picture by Clark Gable. Setting for the sequel will be South America in the 19th Century.

Marc Platt had the option in his contract picked up for another term by Columbia. Platt has been featured prominently in two Columbia musicals, "Tonight and Every Night" and "Tars and Spars," and currently is rehearsing dance numbers with Rita Hayworth for the forthcoming Technicolor musical, "Down to Earth."

Arthur Dreifuss has been signed to direct the next Teen-Agers musical, "High School Scandals," second in Monogram series featuring Freddie Stewart, June Preisser and others. Sam Katzman is the producer.

Veda Ann Borg has been signed for the important role of Claire Jeremy in the Bruce Cabot starrer "Avalanche" at PRC, which Irving Allen directs. Roscoe Karns, Helen Mowery and Philip Van Zandt have top supporting parts.

Regis Toomey has been given the male leading role in RKO's "Child of Divorce." He will play the father of Sharyn Moffett, child star to be seen in the title role of the picture which goes into production this week under direction of Richard Fleischer. Sig Rogell will be in direct charge of production. Lillie Hayward wrote the screenplay.

Eddie Albert, recently signed to a non-exclusive term pact with Hal Wallis, signed a Republic starring contract last week. His first assignment will be the top spot in Allan Dwan's initial Republic production, "Rendezvous With Annie," comedy-romance scheduled to start in mid-March.

Warners have assigned William Jacobs to produce an original tentatively titled "The Dark Tower," on which Curt Siodmak is writing the screenplay. Jacobs currently is producing the Ann Sheridan starrer, "The Sentence."

Onslow Stevens, veteran stage and screen star, joined the cast of "O. S. S." starring Alan Ladd and Geraldine Fitzgerald, now shooting at Paramount under direction of Irving Pichel. Richard Maibaum is producing.

John Miljan, identified with suave gentleman roles in most of his film appearances, has been signed by Producer Stephen Ames to play a dirty and disreputable sailor in Sinbad's crew, in RKO's Technicolor production of "Sinbad the Sailor," starring Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak, with Richard Wallace directing.

Two additions were made to the cast of the Stromberg-Chertok production, "The Strange Woman," with the signing of Jessie Arnold and Katherine York. Picture stars Hedy Lamarr, George Sanders and Louis Hayward under direction of Edgar Ulmer.

Purchase of screen rights to the George Abbott musical, "Beat the Band," and the signing of Frances Langford to head an all-star cast in the film version were announced by RKO. Filming is slated to get under way in early spring with Sid Rogell as executive producer.

Vera Hruba Ralston and William Elliott have been set for the starring spots in Republic's epic of the Pony Express days, "The Plainsman and the Lady," which Joseph Kane will produce and direct.

Hoagy Carmichael will go into one of the principal roles in Samuel Goldwyn's "Glory For Me." He joins a cast which includes Dana Andrews, Myrna Loy, Frederic March, Teresa Wright and Virginia Mayo, with William Wyler directing.

William Jacobs has been assigned to produce and James V. Kern to direct the newly purchased Warner Bros. property, "My Wild Irish Rose." This is the biography of the noted Irish tenor, Chauncey Olcott, and the studio has set Dennis Morgan for the leading role.

Tito Guizar, noted Mexican singer and guitarist, was signed by Columbia to appear in "Rendezvous in Rio," large-scale Latin-American musical which will star Ann Miller. He will join an array of top-flight entertainers which will include Veloz and Yolanda and Enric Madriguera and his orchestra.

Phil Regan and Peter Cookson, Monogram contract stars, have been assigned to leading roles in "Sweetheart of Sigma Chi," Monogram college musical to be produced by Lindsley Parsons.

"Pirates of Monterey," story of early California was assigned to Paul Malvern by Universal to produce and develop. Sam Hellman will write the adaptation and screenplay.

Warner Buys Lindner Book

Screen rights to "Rebel Without Cause," novel by Dr. Robert M. Lindner, have been acquired by Warner Brothers. The new book concerns details of actual criminal life and crimes revealing how penal correctional institutions may treat incorrigible offenders. The author wrote the book while serving as psychologist at the United States Penitentiary, Lewisburg, Pa.

3 Set for 'Devil's Mask'

Ludwig Donath, Mona Barrie and Paul Burns have been assigned top featured roles in "The Devil's Mask," second in Columbia's series of mystery thrillers based on the radio show, "I Love a Mystery." Jim Bannon, Anita Louise and Barton Yarborough have the leads. Henry Levin is directing.

Columbia Plans 'Becky Sharp'

Ted Richmond has been assigned by Columbia to produce a film adaptation of Langdon Mitchell's play, "Becky Sharp." Bennie F. Zeidman will supervise.

New Mirrophonic Sound
JOE HORNSTEIN *has it!*

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxeffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in perenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — CURRENT 1944-45

				Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader (M)F	Phil Harris-Leslie Brooks	70	9/13/45	b2/9/46
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	60	1/24/46	a11/24/45
	Bandit of Sherwood Forest (Tech.)	Cornel Wilde-Anita Louise	87	2/21/46	a6/30/45
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton		2/21/46	a11/10/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay (M)F	J. Canova-R. Hunter-L. Merrick	62	11/29/45	b2/16/46
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	64	2/14/46	a11/10/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	61	12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

Boston Blackie's Private Ghost	Chester Morris-Jim Bannon		
Devil's Mask	Anita Louise-Jim Bannon		
Gentleman Misbehaves, The	Osa Massen-Robert Stanton	7/4/28/46	a11/17/45
Gilda	Rita Hayworth-Glenn Ford		a1/26/46
Just Before Dawn	Warner Baxter-Mona Barrie	3/7/46	
Mysterious Intruder	Richard Dix-Barton MacLane		
Night Editor	William Gargan-Janis Carter		
One Life Too Many	Leslie Brooks-George Macready		
Perilous Holiday	P. O'Brien-R. Warwick-E. Buchanan	3/21/46	a2/9/46
Renegades (Tech.)	Evelyn Keyes-Willard Parker		
So Dark the Night	Micheline Cheirel-Steven Geray	3/14/46	a1/26/46
Story of Jolson (Tech.)	L. Parks-E. Keyes-W. Demarest		a2/9/46
Talk About a Lady	Jinx Falkenburg-Joe Besser	3/28/46	
That Texas Jamboree	Ken Curtis-Jeff Donnell		
Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman		a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw (W)F	Charles Starrett-Tex Harding	58	1/31/46	b2/16/46
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
	Roaring Rangers	Charles Starrett-Smiley Burnette	55	2/14/46	
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	55	12/20/45	b1/12/45

Westerns (Coming)

Galloping Thunder	Charles Starrett-Smiley Burnette	
Gunning for Vengeance	Charles Starrett-Smiley Burnette	3/21/46
Heading West	Charles Starrett-Smiley Burnette	
Landrush	Charles Starrett-Smiley Burnette	
Phantom of the Desert	Charles Starrett-Smiley Burnette	
Terror Trail	Charles Starrett-Smiley Burnette	
Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	3/14/46

MGM — CURRENT 1944-45

Group No.			Ins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/45
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45

Current 1945-46

13	Abbott & Costello in Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45

COMING

Adventure (D)F	C. Gable-G. Garson-J. Blondell	125		b12/22/45
Army Brat	James Craig-Frances Gifford			a1/26/46
Bad Bascomb (W)F	Wallace Beery-Margaret O'Brien	110		b2/9/46
Black Sheep	James Craig-Skippy Homeier			
Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
But Not Goodbye	K. Wynn-F. Morgan			a2/9/46
Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
Faithful in My Fashion	Donna Reed-Tom Drake			a2/9/46
Fiesta (Tech.)	Esther Williams-John Carroll			a2/9/46
Green Years, The	C. Coburn-T. Drake-S. Royle			a1/26/46
Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/45
Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			a2/9/46
Hoodlum Saint (D)A	William Powell-Esther Williams	93		b2/9/46
Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			a2/9/46
Postman Always Rings Twice	Lana Turner-John Garfield			a9/29/45
Show-Off	R. Skelton-M. Maxwell-M. Main			
Star From Heaven	Marshall-Thompson-Jim Davis			
Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			
Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
Time for Two	J. Hodiak-L. Ball-L. Nolan			a2/9/46
Two Sisters From Boston	Kathryn Grayson-June Allyson			a10/20/45
Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
You Were There	K. Hepburn-R. Taylor			
Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110		b1/12/46

MONOGRAM

Prod. No.					
	CURRENT 1944-45				
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
508	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	12/15/45	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/12/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/12/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

COMING

	Dark Alibi	S. Toler-B. Fong-M. Moreland		a1/26/46
528	Face of Marble (H)A	John Carradine-Claudia Drake	72	1/19/46	b1/26/46
507	Fear (My)A	Warren William-Anne Gwynne	68	3/2/46	b12/29/45
529	Gay Cavalier	Gilbert Roland-Martin Garalaga			
	In High Gear	Leo Gorcey-Huntz Hall			
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox			
514	Junior Prom	Freddie Stewart-June Preisser			
509	Live Wires (D)F	Leo Gorcey-Huntz Hall	65	1/12/46	b2/16/46
527	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61	2/19/46	b1/19/46
	Shadow's Shadow, The	Kane Richmond-Barbara Reed			
	Suspense	Belita-H. Valdez-A. Dekker		3/16/46	a12/29/45
503	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74		b1/26/46

Westerns (Current 1944-45)

565	Border Bandits	J. M. Brown-R. Hatton	57	1/12/46	
452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
511	Lonesome Trail	J. Wakely-Lee White	55	12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	54	2/16/46	
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

566	Haunted Mine, The	J. M. Brown-Raymond Hatton	52	2/23/46
	Under Arizona Skies	J. M. Brown-Raymond Hatton		
	West of the Alamo	Jimmy Wakely-Lee "Lasses" White		

PARAMOUNT

CURRENT 1944-45

Block No.			Rel. Mins.	Date	See Issue of
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
5	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/25/46	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45

Current 1945-46

1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Fellow That Woman (My)	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/45	a4/7/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45
3	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45

COMING

	Big Town	Philip Reed-Hillary Brooke		a2/9/46
4	Blue Dahlia (My)A	A. Ladd-V. Lake-W. Bendix	100	b2/2/46
	Blue Skies (Tech.)	Bing Crosby-Paul Draper		a8/18/45
	Bride Were Boots	B. Stanwyck-R. Cummings-D. Lynn		
	Calcutta	A. Ladd-G. Russell-W. Bendix		a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald		
	Cross My Heart	Betty Hutton-Sonny Tufts		a4/7/45
	Danger Street	Jane Withers-Robert Lowery		
	Easy Come, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald		a11/24/45
	Hot Cargo	W. Gargan-J. Rogers-P. Reed		a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field		a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field		a12/10/45
3	Miss Susie Single's (D)A	Sonny Tufts-V. Lake	89	3/8/46 b12/8/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield		a11/10/45
	O.S.S.	A. Ladd-G. Fitzgerald-P. Knowles		
	Our Hearts Were Growing Up	B. Donlevy-G. Russel-D. Lynn		a4/28/45
	Perfect Marriage, The	L. Young-D. Niven-V. Field		
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46 b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney		
	Strange Love	Stanwyck-L. Scott-Heflin		
	Swamp Fire	Johnny Weissmuller-Virginia Grey		a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland		a6/23/45
4	They Made Me a Killer (D)A	Robert Lowery-Barbara Britton	64	b1/26/46
	To Each His Own	Olivia de Havilland-John Lund		a7/14/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix		a7/1/44
4	Virginian, The (Tech.) (W)F	J. McCrea-B. Donlevy-S. Tufts	90	b1/26/46
4	Well Groomed Bride (C-D)F	R. Milland-O. deHavilland-S. Tufts	75	b2/2/46

PRC

CURRENT 1944-45

	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45 b9/8/45
	Arson Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45 b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	10/23/45 b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45 b11/3/45
	Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46 b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45 b9/22/45
	Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46 b1/19/46
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45 b11/10/45
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	6/15/45 b3/31/45
	Man Who Walked Alone (C)F	Kay Aldridge-Dave O'Brien	74	3/15/46 b2/17/45
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45 b4/28/45
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45 b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45 b3/31/45
	Strangler of the Swamp (H) A	R. La Planche-Robert Barrat	59	1/1/46 b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/45 b11/11/44
	White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45 b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/46 b6/16/45

COMING

	Avalanche	Bruce Cabot-Roscoe Karns		
	Devil Bat's Daughter	Rosemary LaPlanche-John James		
	I Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46 b1/5/46
	Mask of Diijon (D)A	Eric von Stroheim-Jeanne Bates	70	3/7/46 b2/2/46
	Murder Is My Business	Hugh Beaumont-Cheryl Walker		
	Once and For All	N. Coleman-P. Reed-F. Cressart		a12/22/45
	Wife of Monte Cristo	John Loder-Lenore Aubert		a12/29/45

Westerns (Current 1944-45)

	Ambush Trail (W)F	Bob Steele-Lorraine Miller	56	2/17/46 b2/2/46
	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45 b9/1/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45 b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45 b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46
	Navajo Kid	Bob Steele		11/21/45 a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45
	Six Gun Man (W)F	Bob Steele	59	2/1/46 b1/26/46
	Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45 b8/18/45
	Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45 b7/21/45
	Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45 b9/22/45

Westerns (Coming)

	Caravan Trail (Color)	Eddie Dean-Emmett Lynn	
	Colorado Serenade	Eddie Dean-Mary Kenyon	
	Law Crusaders	Buster Crabbe-Al St. John	
	Man Without a Gun	Bob Steele-Ellen Hall	
	Romance of the West (W)F	Eddie Dean	58 3/20/46 b2/16/46
	Terrors on Horseback	Buster Crabbe-Al St. John	

RKO-RADIO

CURRENT 1944-45

Block No.			Trade Shown		See Issue of
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
Sp.	It's a Pleasure (Tech.) (DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45

CURRENT 1945-46

Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/15/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept.	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Tevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45

RKO-RADIO (Cont.)

Current 1945-46

Block No.			Trade Mins.	Shown	See Issue of
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/28/45

COMING

4	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	A Likely Story	Bill Williams-Barbara Hale			
	Badman's Territory	R. Scott-A. Richards-L. Tierney			a2/9/46
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
	Dark Mirror	O. de Havilland-L. Ayres			
4	Deadline at Dawn (My)F	S. Hayward-P. Lukas-O. Massen	83		b2/16/46
	Desirable Woman	Joan Bennett-Robert Ryan			
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Double Trouble	Jack Haley-Anne Jeffreys			
	Falcon's Alibi	Tom Conay-Rita Corday			
4	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera Ellen			
	Lady Luck	R. Young-B. Hale-F. Morgan			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b9/29/45
	Notorious	C. Grant-Ingrid Bergman			a2/9/46
4	Riverboat Rhythm (C)F	Leon Errol-Joan Newton	65		b2/9/46
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
3	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step by Step	Lawrence Tierney-Anne Jeffreys			a2/9/46
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
4	Tarzan and the Leopard Woman (A)F	J. Weissmuller-B. Joyce	72		b2/16/46
	Till the End of Time	Dorothy McGuire-Guy Madison			a2/9/46
Sp.	Tomorrow Is Forever (D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			a2/9/46

REPUBLIC

CURRENT 1944-45

Rel. Date			Prod. No.		
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/15/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/20/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/15/45	b12/22/45

Current 1945-46

508	A Guy Could Change (D)F	Allan Lane-Jane Frazee	65	1/27/46	b1/26/46
503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
510	Madonna's Secret, The	F. Lederer-A. Rutherford-G. Patrick	79	2/16/46	a12/1/45
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45

COMING

	A Strange Impersonation	Brenda Marshall-William Gargan			a10/13/45
	Catman of Paris	Carl Esmont-Lenore Aubert	56		a11/24/45
511	Crime of the Century	Stephanie Bachelor-Michael Browne	56	2/28/46	a12/1/45
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			a1/26/46
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Ghost Goes Wild	James Ellison—Ann Gwynne			
	Home on the Range	Monte Hale-Adrian Booth			a1/26/46
	Inner Circle	Warren Douglas-Veda Ann Borg			
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			a1/26/46
	Invisible Informer	Linda Stirling-William Henry			
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			a1/26/46
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
	Man From Rainbow Valley	Monte Hale-Adrian Booth			
	Murder in the Musie Hall	Vera Hruba Ralston-W. Marshall	84		a12/28/45
	My Pal Trigger	R. Rogers-D. Evans-G. Hayes			
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Spector of the Rose	Michael Chekhov-Judith Anderson			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45

Westerns (Current 1944-45)

456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6/2/45 b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45 b8/18/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
565	California Gold Rush	Wild Bill Elliott-Bobby Blake	56	2/4/46	
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	64	12/13/45	b2/2/46
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
554	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	56	2/8/46	
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshall of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/7/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue
564	Wagon Wheels Westward (W)F	Wild Bill Elliott-Bobby Blake	56	12/21/45	b1/19/46

REPUBLIC (Cont.)

Westerns (Coming)

		Mins.	Rel. Date	See Issue of
Alias Billy the Kid	Sunset Carson-Peggy Stewart			
Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			

Westerns (Coming)

El Paso Kid	Sunset Carson-Marie Harmon			
Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.					
523	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June	b6/9/45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F	Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov.	b1/19/46
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb	b1/19/46
604	Captain Eddie (B)F	F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F	J. Dunn-Sheila Ryan	65	Sept	b7/12/45
610	Col. Effingham's Raid (CD)F	C. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
617	Doll Face (CM)F	C. Miranda-P. Como-V. Blaine	80	Jan.	b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov	b8/29/45
612	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
618	Jesse James	I. Power-H. Fonda-N. Kelly	106	Feb	Re-release
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug	b6/16/45
614	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
619	Return of Frank James	Henry Fonda-Gene Tierney	92	Feb	Re-release
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec	b10/13/45
615	Shock (D)F	Vincent Price-Lynn Bari	70	Feb	b1/19/46
607	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

	Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell			a1/26/46
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117	Mar	b12/1/45
622	A Yank in London	Anna Neagle-Rex Harrison	110	Mar	
	Black Beauty	Mona Freeman-Richard Denning			
	Centennial Summer (Tech.)	Crain-Darnell-Bennett			a10/20/45
	Cluny Brown	Charles Boyer-Jennifer Jones			a1/26/46
	Dark Corner	Lucille Ball-William Bendix			a1/26/46
	Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James			a5/19/45
	Dragonwyck	G. Tierney-V. Price-W. Huston			a7/14/45
	It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn			
	Johnny Comes Flying Home	Martha Stewart-Richard Crane			a1/5/46
	Margie (Tech.)	Jeanne Crain-Alan Young			
	Rendezvous 24	William Gargan-Maria Palmer			
621	Sentimental Journey (D)F	M. O'Hara-J. Payne-W. Bendix	94	Mar	2/9/46
	Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes			a1/5/46
	Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives			a10/6/45
	Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis			a1/5/46
	Strange Triangle	Signe Hasso-John Shepard			a1/26/46
	Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne			a1/26/46
	Wake Up and Dream	John Payne-June Haver			a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
	Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
	Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46	b1/19/46
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
	Diary of a Chambermaid (D)A	P. Goddard-B. Meredith	86	2/14/46	b2/2/46
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12(8(44	b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	2/15/46	b11/17/45
	Outlaw, The	Jane Russell-Walter Huston		2/8/46	
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45	b6/23/45

COMING

	Angel on My Shoulder	P. Muni-A. Baxter-C. Rains			a2/9/46
	A Night in Casablanca	Marx Bros.-Charles Drake			
	A Scandal in Paris	G. Sanders-S. Hasso-C. Landis			a12/22/45
	Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135		b12/22/45
	Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Henry the Fifth	L. Olivier-R. Asherson			
	Me and Mr. Satan	P. Muni-A. Baxter-C. Rains			
	Mr. Ace and the Queen	George Raft-Sylvia Sidney			
	Rebecca	L. Olivier-Joan Fontaine	130		Reissue
	Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin			a2/9/46
	Strange Woman, The	H. Lamarr-G. Saners-L. Hayward			
	This Happy Breed	Robert Newton-Celia Johnson			
	Whistle Stop (D)F	George Raft-Ava Gardner	85	3/1/46	b1/12/46
	Young Widow	Jane Russell-Louis Hayward			a2/9/46

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/20/45	b7/21/45
9042	Blonde Ransom	Virginia Grey-Donald Cook	68	6/15/45	a1/6/45
9097	East Side of Heaven	Bing Crosby	88	6/15/46	Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45	b/16/45
9001	Lady of a Train	D .Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45

UNIVERSAL (Cont.)

CURRENT 1944-45

Prod. No.			Mins.	Rel. Date	See Issue of
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/10/45
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

Current 1945-46

516	Because of Him (CM)F	D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/3/45
510	Daltons Ride Again (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45	b11/17/45
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A	Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
518	Idea Girl (C)F	Jess Barker-Julie Bishop	60	2/8/46	b2/2/46
520	Little Giant	Abbott-Costello		2/22/46	
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/15/45
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45	b10/27/45
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/29/45
519	Seventh Veil (D)A	James Mason-Ann Todd	94	2/15/46	b11/10/45
501	Shady Lady (CM)F	S. Coburn-G. Simms-R. Paige	93	9/7/45	b9/8/45
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45	b10/20/45
517	Terror By Night (My)A	B. Rathbone-Nigel Bruce	60	2/1/46	b2/2/46
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/22/45
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

	Blonde Alibi	Tom Neal-Martha O'Driscoll			
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	95		b2/16/46
	Brute Man	Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward			a10/6/45
	Cat Creeps	Lois Collier-Noah Beery, Jr.			a1/26/46
	Dead of Night	Michael Redgrove-Googie Withers			
	Dressed to Kill	Rathbone-N. Bruce-P. Morison			
	Fandango (Tech.)	DeCarlo-Donlevy-Aumont			a2/9/46
	House of Horrors	Kent Taylor-Virginia Grey			
	Love Takes a Holiday	Joan Davis-Jack Oakie			
	Madonna of the Seven Moons (D)A	P. Roc-P. Calvert-S. Granger	89		b1/26/46
521	Notorious Gentleman	Kent Taylor-Virginia Grey		3/1/46	a1/26/46
	Rogue's Progress (D)A	Rex Harrison-Lilli Palmer	110		b2/16/46
	She Wolf of London	Sara Haden-Una O'Connor	92		a1/5/46
	So Goes My Love	Myrna Loy-Don Ameche			a11/24/45
	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce			a11/10/45
	Strange Conquest	Jane Wyatt-Jess Barker			
	Tangier	M. Montez-P. Foster-R. Paige			a11/10/45
	Three Kids and a Queen	Fay Holden-Beverly Simmons			
	Wicked Lady (D)A	M. Lockwood-J. Mason-P. Roc	100		b1/12/46

Westerns (Current 1944-45)

9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45	
9081	Riders of the Santa Fe	Rod Cameron-Eddie Dow	60	1/10/45	

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45	
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/45	a12/22/45
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45	

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F	B. Stanwyck-D. Morgan	101	8/11/45	a7/21/45
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45	b6/16/45
419	Corn Is Green (D)A	Bette Davis-John Dall	114	7/21/45	b3/31/45
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	92	6/9/45	b5/19/45

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45	Reissue
512	Burma Victory (Wa)A	Documentary	63	2/10/46	b12/22/45
506	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45	b9/29/45
510	My Reputation (D)F	Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	9/4/45	b8/11/45
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45	b6/30/45
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45	b11/24/45
511	Three Strangers (D)A	Fitzgerald-Greenstreet-Lorre	92	2/15/46	b1/26/46
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45	b11/17/45

COMING

	Appointment in Tokyo (Wa)	Documentary	54		b12/1/45
	A Very Rich Man	S. Greenstreet-M. Vickers-D. Clark			
	Beast With Five Fingers	R. Alda-A. King-P. Lorre			
	Big Sleep	H. Bogart-Lauren Bacall			a2/16/45
513	Cinderella Jones (C)F	Joan Leslie-Robert Alda	88	3/9/46	b2/16/46
	Devotion (D)A	O. deHavilland-I. Lupino			a2/17/45
	Escape Me Never	E. Flynn-I. Lupino-G. Young			
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark			a12/22/45
	Humeresque	J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married	Joan Leslie-Robert Hutton			a11/24/45
	Never Say Goodbye	Erroll Flynn-Eleanor Parker			a12/1/45
	Night and Day	C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever	J. Garfield-G. Fitzgerald			a2/10/45
	Of Human Bondage	P. Henreid-E. Parker-P. Knowles			a8/16/44
	One More Tomorrow	Ann Sheridan-Dennis Morgan			a11/26/44
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring			
514	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	126	3/30/46	b11/24/45
	Sentence, The	Ann Sheridan-Robert Alda			
	Shadow of a Woman	Andrea King-William Prince			a4/28/45
	Stolen Life	B. Davis-G. Ford-W. Brennan			a3/31/45
	The Man I Love	Ida Lupino-Robert Alda			a11/24/45
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson-J. Wyman			a12/1/45
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie			
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith			a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett	Film Clas.		a10/4/44
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Adventure in Music (M)	Jose Iturbi & Others	62		b5/27/44
	Battle for Music (Doc.)F	London Philharmonic	74	FourConts.	b10/30/45
	Crainquebille (D)A	French Cast	59	Hoffberg	b10/28/44
	1812 (Hist.)	Russian Cast	95	Artkine	b9/16/44
	Fall of Berlin (Doc.)F		70	Artkine	b9/15/44
I	Knew Where I'm Going (D)F	Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourConts.	b10/20/45
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite	b10/27/45

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
Avalanche	PRC
A Very Rich Man	WB
A Walk in the Sun	20th-Fox
A Yank in London	20th-Fox

B

Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Bottle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie's Rendezvous	Col.
Boston Blackie's Private Ghost	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brief Encounter	Univ.
Brute Man	Univ.
Burma Victory	WB
But Not Goodbye	MGM

C

Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
China's Little Devils	Mono.
Cinderella Jones	WB
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Colorado Serenade	PRC
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Danger Street	Para.
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Alibi	Mono.
Dark Corner	20th-Fox
Dark Mirror	RKO
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devil's Mask	Col.
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Dressed to Kill	Univ.
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Escape Me Never	WB
Experiment Perilous	RKO

F

Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fandango	Univ.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
First Yank Into Tokyo	RKO
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
Ghost Goes Wild	Rep.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do	PRC
Humoresque	WB

I

Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In High Gear	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Inner Circle	Rep.
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lighting Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man From Rainbow Valley	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Margie	20th-Fox
Marked Trails	Mono.
Marshall of Laredo	Rep.
Marshall of Rene	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Mr. Ace and the Queen	UA
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Pal Trigger	Rep.
My Reputation	WB
Mysterious Intruder	Col.

N

Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentleman	Univ.
Notorious Lone Wolf	Col.

O

Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One Life Too Many	Col.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
O.S.S.	Para.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of the World	Para.
Over 21	Col.

P

Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Phantom of the Desert	Col.
Phantom of the Plains	Rep.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Rendezvous 24	20th-Fox
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dan	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Rogue's Progress	Univ.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow's Shadow	Mono.
Shadow Returns	Mono.
Shady Lady	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Silver City Kid	Col.
Silver Fleet	PRC
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Title	Company
Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Kids and a Queen	UNIV.
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Under Arizona Skies	Mono.
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA
You Were There	MGM

Z

Title	Company
Ziegfeld Follies of 1946	MGM

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn That Texas Jamboree Walls Came Tumbling Down Night Editor	Pardon My Past Gilda Mysterious Intruder Boston Blackie's Private Ghost	Story of Jolson Devil's Mask One Life Too Many
METRO	Ziegfeld Follies Hold High the Torch Adventure Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Army Brat	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years Time for Two Three Wise Fools But Not Goodbye Faithful in My Fashion	Yearling, The Till the Clouds Roll By Fiesta You Were There The Show-Off
MONO.	Black Market Babies Live Wires Red Dragon Joe Palooka, Champ Gay Cavalier	Strange Mr. Gregory Swing Parade of 1946 Junior Prom Shadow's Shadow In High Gear	
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love Ladies Man California	Searching Wind Perfect Marriage O.S.S. Danger Street
	Wife of Monte Cristo Devil Bat's Daughter	Once And For All Murder Is My Business	Avalanche
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass Notorious Sister Kenny	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder Till the End of Time Without Reservations Step By Step	Crack-Up Double Trouble Desirable Woman A Likely Story Dark Mirror
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades In Old Sacramento Glass Alibi	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger	Inner Circle Man From Rainbow Valley Ghost Goes Wild My Pal Trigger
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home Black Beauty Dark Corner	Smoky Wake Up and Dream Do You Love Me? Somewhere in the Night Strange Triangle	Three Little Girl in Blue Cluny Brown Shocking Miss Pilgrim Anna and the King of Siam Rendezvous 24 It Shouldn't Happen to a Dog Margie
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun Sin of Harold Diddlebock Fanny by Gaslight	Strange Woman Mr. Ace and the Queen Angel on My Shoulder
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl She Wolf of London Cat Creeps Blonde Alibi	Seventh Veil Notorious Gentleman Wicked Lady So Goes My Love Strange Conquest Madonna of the Seven Moons	Love Takes a Holiday Dead of Night Regue's Progress Dressed to Kill Three Kids and a Queen Fandango
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo Beast With Five Fingers Two Guys From Milwaukee	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict Escape Me Never	Humoresque Sentence, The A Very Rich Man

NEW PICTURES STARTED LAST WEEK

Seven pictures started at seven studios last week. A year ago last week six pictures went before the cameras.

COLUMBIA

One Life Too Many—Principals: Leslie Brooks, George Macready, Forrest Tucker. Director, John Sturges.

METRO-GOLDWYN-MAYER

The Show-Off—Principals: Red Skelton, Marilyn Maxwell, Marjorie Main. Director, Harry Beaumont.

PARAMOUNT

Danger Street—Principals: Jane Withers, Robert Lowery, Bill Edwards. Director, Lew Landers.

REPUBLIC

My Pal Trigger—Principals: Roy Rogers, Dale Evans, George "Gabby" Hayes. Director, Frank McDonald.

PRC

Avalanche—Principals: Bruce Cabot, Roscoe Karns, Helen Mowery, Veda Ann Borg. Director, Irving Allen.

UNIVERSAL

Three Kids and a Queen—Principals: Fay Holden, Beverly Simmons, Dorothy Morris. Director, Erle Kenton.

WARNER BROS.

A Very Rich Man—Principals: Sydney Greenstreet, Martha Vickers, Dane Clark. Director, Frederick De Cordova.

TITLE CHANGES

"Shahrazad" (Univ.) now FANDANGO.

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA
(1944-45)

		Comment	Running Time	Reviewed Issue Of
		ALL-STAR COMEDIES		
6409	A Knight and a Blonde		14	
6404	Booby Dupes	Average	17	3/31/45
6428	Design for Loving	Tops	21	12/16/44
6401	Gents Without Coats		19	
6426	Gold Is Where You Lose It	Fair	16½	12/30/44
6429	Heather and Yon	So-So	17	3/24/45
6405	Idiots DeLuxe	Fair	17½	8/25/45
6423	Jury Goes Round 'n' Round	Fair	18	8/18/45
6402	No Dough, Boys		17	
6431	Off Again, On Again	Fair	16	3/31/45
6427	Open Season for Saps	Farce	18	12/16/44
6433	Pistol Packin' Nitwits	Fair	17	4/28/45
6422	She Snoops to Conquer	Average	18	3/10/45
6430	Snooper Service	Fair	14½	3/24/45
6421	Strife of the Party	Pleasing	16	12/16/44
6403	Three Pests in a Mess	Slapstick	15	5/12/45
6432	Two Local Yokels	Average	17½	5/19/45
6425	Wedded Bliss	Fair	17	11/18/44
6411	Wife Decoy		17	
6410	Woo! Woo!	Average	16	3/10/45
		COLOR RHAPSODY		
6505	Carnival Courage		7	
6501	Dog, Cat and Canary		6	
6503	Fiesta Time		7½	
6504	Hot-Foot Lights	Funny	7	3/25/45
6502	Rippling Romance		8	
		COMMUNITY SINGS		
6651	No. 1 (Leibert) Love Love, Love	Good	9½	11/18/44
6652	No. 2 (Baker) Ikky Tikky Tambe		9	
6653	No. 3 (Baker) Swinging on a Star		10	
6654	No. 4 (Liebert) Hot Time in Berlin	Good	9	3/10/45
6655	No. 5 (Baker) Tice Tice	Fine	11	3/10/45
6656	No. 6 (Don Baker) Very Thought of You	Good	10	4/28/45
6657	No. 7 (Leibert) I'll Walk Alone		11	
6658	No. 8 (Leibert) Sweet and Lovely	Musical	9	6/ 2/45
6659	No. 9 (Baker) Confessin'	Good	10	8/25/45
6660	No. 10 (Baker) Rum and Coca Cola	Good	10	8/25/45
6661	No. 11 (Leibert) Little on the Lonely Side	Good	10	8/18/45
6662	No. 12 (Leibert) Bell-Bottom Trousers	Good	11	11/10/45
6663	No. 13 (Special) Patriotic Songs		10½	
		FILM-VODVIL		
6952	Al Trace's Comedy Band	Excellent	11	12/16/44
6954	Korn Kobblers	Good	11	4/28/45
6951	Kehoe's Marimba Band		11	
6955	Lowe, Hite & Stanley	Diverting	11	6/ 2/45
6953	Rootin' Tootin' Band		11	
		FOX & CROW		
6751	Be Patient, Patient		7	
6752	Egg-Yegg	Amusing	7½	3/31/45
6753	Kukunuts	Funny	6½	316//45
6754	Treasure Jest	Good	6½	3/16/45
		LI'L ABNER		
6602	Kickapoo Juice	Amusing		37/31/45
6601	Porkuliar Piggy	Funny	7	12/16/44
		PANORAMICS		
6901	A Harbor Goes to France		10	
		PHANTASIES		
6702	As the Fly Flies		6	
6704	Bobby Socks	Good	6	8/18/45
6703	Goofy News Views	Has Possibilities	7	6/ 2/45
6701	Mutt 'n' Bones	Fair	7	12/23/44
		SCREEN SNAPSHOTS		
6851	No. 1 (GI Joe in Hollywood)	Fair	10	12/ 2/44
6852	No. 2 (The Mike Goes to War)		10	
6853	No. 3 (Ken Murray, M.C.)		10	
6854	No. 4 (Variety-Mowbray)		9½	
6855	No. 5 (GI Janes in Hollywood)	Average	10	3/20/45
6856	No. 6 (Vallee-Allen)	Good	9	4/14/45
6857	No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	4/14/45
6858	No. 8 (Letters to GI)		10	
6859	No. 9 (Doctors in Make-Up)		9½	
6860	No. 10 (Eddie Cantor-Ginny Simms)	Excellent	10	8/25/45
		SPORTS REEL		
6808	Aqua-Maids		9½	
6809	Chips and Putts		9	
6802	Hedge Hoppers	Selective	8	12/16/44
6806	Hi-ho Rodeo		9	
6807	Iron Masters	Excellent	9½	5/ 5/45
6801	K-9-Kadets		10½	
6805	Kings of the Fairway	Interesting	10	4/21/45
6803	Rough and Tumble	Very Funny	9	4/14/45
6810	Salmon Fishing		9	
6804	Striking Champions		10	
		SERIALS		
6120	Black Arrow	15 Chaps.		
6140	Brenda Starr, Reporter	13 Chaps.		
6160	Monster and the Ape	15 Chaps.		5/26/45

METRO-GOLDWYN-MAYER
(1943-44)

		CARTOONS (Tech.)		
W-542	Barney Bear's Polar Pest			
W-538	Bear Raid Warden	Good	8	8/26/44
W-539	Big Heel-Watha	Excellent	8	9/ 2/44
W-546	Jerkey Turkey	Fair	8	5/12/45
W-541	Mouse Trouble			
W-540	Puttin' on the Dog	Very Funny	7	11/ 4/44
W-543	Screwy Truant	Good	7	5/12/45
W-545	Shooting of Dan McGee	Kids Itself	8	4/21/45
W-544	Unwelcome Guest			
		CRIME-DOES-NOT-PAY		
A-502	Fall Guy	Fair	20	5/12/45
A-503	Last Installment	Absorbing	19	5/12/45
A-504	Phantoms Inc.		17	
		MINIATURES (10)		
M-590	Little White Lie			
M-589	Nostradamus IV	Very Good	10	11/ 4/44
M-588	Somewhere USA (Tech.)		10	
M-587	Why Daddy		9	
		PASSING PARADE		
K-574	A Lady Fights Back	Interesting	10	1/ 6/45
K-572	Grandpa Called It Art	Good	10	10/ 7/44
K-575	It Looks Like Rain			
K-573	Return From Nowhere	Interesting	10	11/ 4/44
K-576	Seesaw and the Shoes	Exceptional	10	5/12/45
		PETE SMITH SPECIALTIES (14)		
S-557	Football Thrills of 1943	Very Good	8	11/ 4/44
S-560	Hollywood Scout	Unique	8	5/12/45
S-55	Movie Pests	Pointed Fun	10	8/ 5/44
S-558	Safety Sleuth	Hilarious	10	12/16/44
S-556	Sports Quiz	Very Good	10	9/ 2/44
S-559	Track and Field Quiz			
		TRAVELTALKS (12) (Tech.)		
T-520	City of Brigham Young			
T-518	Colorful Colorado		8	
T-521	Monumental Utah	Excellent	9	9/ 2/44
T-519	Roaming Through Arizona		10	
T-522	Wandering Here and There	Instructive	9	1/13/45

(1944-45)

		CARTOONS		
W-631	Mouse Comes to Dinner		7	
W-632	Mouse in Manhattan		8	
W-633	Tee for Two		7	
W-634	Swing Shift Cinderella		8	
		TRAVELTALKS		
T-612	Seeing El Salvador		9	
T-611	Shrines of Yucatan	Instructive	9	1/13/45
T-613	Modern Guatemala City		8	

PARAMOUNT

		CLASSICS CARTOONS (Tech.) (4)		
C4-10	Hunky and Spunky		7	Reissue
C4-9	Kids in the Shoe		7	Reissue
C4-7	Little Stranger		7	Reissue
C4-8	Snubbed by a Snob		7	Reissue
		GEORGE PAL PUPPETOONS		
U4-6	Hatful of Dreams	Excellent	9	4/28/45
U4-3	Hot-Lip Jasper	Excellent	8	1/27/45
U4-7	Jasper's Booby Traps	Very Good	8	6/ 2/45
U4-8	Jasper's Close Shave	Good	8	8/ 4/45
U4-5	Jasper's Minstrels	Fair	9	4/28/45
U4-1	Jasper's Paradise	Excellent	7½	12/30/44
U4-4	Jasper Tell	Amusing	8	2/ 3/43
U4-2	Two Gun Rusty	Very Good	7½	11/11/44
		LITTLE LULU		
D4-4	Beau Ties	Fair	8	6/ 9/45
D4-1	At the Zoo	Entertaining	8	3/10/45
D4-2	Birthday Party	Excellent	8	3/10/45
D4-5	Daffydilly Daddy	Good	8	10/13/45
D4-3	Magica-Lulu	Amusing	8	5/ 5/45
D4-6	Snap Happy			
		NOVELTOONS		
P4-5	Lamb in a Jam	Good	8	8/ 4/45
P4-6	A Self-Made Mongrel	Funny	8	10/13/45
P4-4	Scrappily Married	Very Funny	8	8/31/45
P4-3	When GI Johnny Comes Home	Exceptional	8	5/ 5/45
P4-1	Yankee Doodle Donkey	Amusing	8	1/27/45
P4-2	Gabriel Churchkitten	Winsome	8½	3/10/45
		MUSICAL PARADES		
FF4-5	Boogie Woogie	Good	20	6/ 2/45
FF4-1	Bonnie Lassie	Very Good	19	9/23/44
FF4-3	Bombalera	Super	20	1/27/45
FF4-4	Isle of Tabu	Good	20	3/10/45
FF4-2	Star Bright	Excellent	20	12/23/44
FF4-6	You Hit the Spot	Entertaining	20	9/22/45
		POPEYE		
E4-5	For Better or Nurse		7½	
E4-6	Mess Production	Good	7½	11/17/45
E4-2	Pep-Pie Ala Mode	Good	8	6/ 2/45
E4-4	Shape Ahoy	Good	7½	9/ 1/45
E4-1	She-Sick Sailors	Good	8	3/31/45
E4-3	Tops in the Big Top	Good	7	8/ 4/45
		POPULAR SCIENCE		
J4-1	No. 1	Interesting	10	12/30/44
J4-2	No. 2	Excellent	10	12/30/44
J4-3	No. 3	Interesting	10	1/27/45
J4-4	No. 4	Very Interesting	10	5/12/45
J4-5	No. 5	Good	10	6/ 9/45
J4-6	No. 6	Excellent	10	8/ 4/45
		SPEAKING OF ANIMALS		
Y4-1	As Babies	Tops	9	12/30/44
Y4-6	From A to Zoo	Excellent	9	9/ 1/45
Y4-5	In a Musical Way	Excellent	9	8/18/45
Y4-3	In the Public Eye	Good	10	3/24/45
Y4-4	Talk of the Town	Very Funny	9	5/26/45
Y4-2	Who's Who in Animal Land	Tops	9	1/27/45
		SPORTLIGHTS		
R4-5	Blue Winners	Excellent	9	1/27/45
R4-2	Brongs & Brands	Thrilling	9½	12/30/44
R4-10	Campus Mermaids	Good	9	9/ 1/45
R4-9	Canine-Feline Capers	Good	9	8/16/45
R4-8	Fan Fare	Fair	9	6/ 9/45
R4-3	Long Shots or Favorites	Good	9½	2/10/45
R4-4	Out Fishin'	Excellent	9½	4/21/45
R4-6	Game Bag	Excellent	9½	3/31/45
R4-1	Rhythm on Wheels	Good	9½	12/ 2/44
R4-7	White Rhapsody	Thrilling	9	5/12/45
		UNUSUAL OCCUPATIONS		
L4-1	No. 1	Interesting	10	11/ 4/44
L4-2	No. 2	Interesting	10	2/24/45
L4-3	No. 3	Very Fine	10	3/10/45
L4-4	No. 4	Interesting	10	5/12/45
L4-5	No. 5	Interesting	10	9/15/45
L4-6	No. 6	Interesting	10	10/13/45

RKO RADIO

		DISNEY CARTOONS (18) (Tech.)		
54110	African Diary		7	
54112	Californy 'Er Bust	Fair	7	6/16/45
54113	Canine Patrol	Excellent	7	9/22/45
54107	Clock Watcher	Good	7	1/13/45
54118	Cured Duck		7	
54108	Dog Watch	Good	7	1/ 6/45
54111	Donald's Crime		8	
54105	Donald's Off Day	Funny	7	1/ 6/45
54114	Duck Pimples	Very Good	8	6/ 9/45
54109	Eyes Have it	Entertaining	7	5/12/45
54103	First Aiders	Excellent	7	12/ 2/44
54117	Hockey Homicide		8	
54104	How to Play Football	Timely	8	12/ 9/44
54116	No Sail	Good	7	8/25/45
54115	Legend of Coyote Rock	Very Funny	7	8/25/45
54102	Plastics Inventor	Excellent	7	8/19/45
54101	Springtime for Pluto		7	
54106	Tiger Trouble	Funny	7	1/18/45
		EDGAR KENNEDY		
53401	Feather Your Nest	Good	18	12/16/44
53402	Alibi Baby	Comedy	18	1/13/45
54405	It's Your Move	Fair	17	8/18/45
53403	Sleepless Tuesday	Some Laughs	18	4/28/45
53404	What, No Cigarets?	Poor	18	7/ 7/45
53406	You Drive Me Crazy	Fair	17	11/10/45
		FLICKER FLASHBACKS		
54201	No. 1		10	
54202	No. 2	Good	9½	11/11/44
54203	No. 3		9	
54204	No. 4	Hilarious	9	2/24/45
54205	No. 5	Swell Ribbing	9	3/31/45
54206	No. 6	Good	8	4/21/45
54207	No. 7		7	
		HEADLINER REVIVALS		
53201	Songs of the Colleges		15	
53204	Swing Fever		19	
53202	Swing It		16	
53203	Swing Vacation		19	
		LEON ERROL		
53707	Beware of Redheads	Good	17	9/22/45
53703	Birthday Blues	Average	17	4/14/45
53706	Double Honeymoon	Good	18	8/18/45
53702	He Forgot to Remember		17	
53704	Let's Go Stepping		17	
53701	Triple Trouble	Good Hokum	17	11/11/44
53705	It Shouldn't Happen to a Dog	Fair	18	8/25/45
		SPORTSCOPES		
54308	Athlete of the Year	Good	8	4/21/45
54313	Colorado Rainbows	Good	8	9/22/45
54306	Court Craft	Action	8	4/21/45
54305	Five Star Bowlers	Class Appeal	8	2/24/45
54304	Parallel Skiing	Good	8	1/ 6/45
54303	Saddle Starlets	Good	8	12/23/44
54302	School for Dogs	Interesting	8	12/30/44
54307	Ski Gulls	Thrills	8	3/31/45
54311	Tee Tricks	Excellent	8	7/ 7/45
54309	Timberdoodles	Interesting	8	4/28/45
54310	West Point Winners	Very Good	8	7/ 7/45
54312	Mexican Playland	Good	8	8/25/45
		THIS IS AMERICA		
53113	Americans in Paris	Good	16	11/24/45
53111	Annapolis	Interesting	16	9/22/45
53108	Battle of Supply	Excellent	17	7/ 7/45
53112	California Boom Town	Very Good	16	10/27/45
53107	Dress Parade	Very Good	16	5/12/45
53106	Guam-Salvaged Island	Excellent	17	4/21/45
53105	Honorable Discharge	Educational	17	3/24/45
53102	New Americans	Interesting	19	1/ 6/45
53104	On Guard	Exciting	17	3/ 3/46
53110	Policing Germany	Excellent	18	8/11/45
53103	Power Unlimited	Interesting	17	2/24/45
53101	West Point	Revealing	17	12/ 9/44
53109	China Life Line	Excellent	16	7/28/45

REPUBLIC

485	Federal Operator 99	15 Chaps.
482	Manhunt of Mystery Island	15 Chaps.
581	Phantom Rider	12 Chaps.
484	Purple Monster Strikes	15 Chaps.
481	Zorro's Black Whip	12 Chaps.

20th CENTURY-FOX

LEW LEHR

5902 Do You Remember.....
5901 Sea Food Mamas..... 8 .....

MARCH OF TIME

1 Post War Farms.....
2 What to Do With Germany .....Excellent ..... 18½.. 9/30/44
3 Uncle Sam Mariner.....
4 Inside China .....Revelatory ..... 17½..12/ 2/44
5 Unknown Battle .....Interesting .... 19 ..12/30/44
6 Report on Italy.....Outstanding .... 17 .. 2/ 3/45
7 West Coast Question.....Interesting .... 16 .. 2/24/45
8 Memo to Britain.....Interesting .... 16 .. 3/24/45
9 Returning Veteran .....Interesting .... 17 .. 4/14/45
10 Spotlight on Congress....Informative .... 16 .. 5/19/45
11 Teen-Age Girls .....Excellent ..... 17 .. 6/16/45
12 Where's the Meat?.....Fair ..... 17 .. 7/28/45
13 New U. S. Frontier.....Unusual ..... 16 .. 8/11/45

MOVIETONE ADVENTURE

5256 Alaskan Grandeur (Tech.).Interesting .... 8 .. 3/10/45
5254 Black, Gold and Cactus (Tech.) .....
5257 Canyons of the Sun.....Educational .... 8 .. 2/10/45
5255 City of Paradox.....
5261 Empire State .....
5259 Isle of Romance.....
5252 Jewels of Iran.....
5256 Land of 10,000 Lakes....Interesting .... 8 .. 3/10/45
5251 Mexican Majesty (Tech.).....
5201 Modeling for Money.....
5253 Mystic India .....
6260 Sikhs of Pallala.....

SPORTS REVIEWS

5351 Blue Grass Gentlemen (Tech.) .....
5302 Steppin Pretty .....
5354 Down the Fairways.....
5352 Trolling for Strikes (Tech.) .....
5353 Nova Scotia .....Fair ..... 8 .. 3/10/45

SPECIAL

5601 Three Sisters of the Moors ..... 20 .....

UNITED ARTISTS 1944-45

DAFFY-DITTYS

Cross-Eyed Bull .....Very Good .... 10 ..11/ 4/44
Flying Jeep .....
Lady Says No.....
Pepito's Serenade .....
Choo Choo Amigo.....

WORLD IN ACTION

Now—The Peace .....Good ..... 21 .. 5/19/45
When Asia Speaks.....Interesting .... 19 ..12/ 9/44

UNIVERAL

NAME BAND MUSICALS

9128 Artistry in Rhythm.....Fair ..... 15 .. 6/16/45
9122 Harmony Highway .....Fair ..... 15 ..12/20/44
9124 Jive Busters .....Average ..... 15 .. 4/21/45
9125 Melody Parade .....
9123 On the Mellow Side.....Excellent ..... 15 ..12/30/44
9127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
9126 Swing Serenade .....Very Good ..... 15 .. 5/12/45
9121 Swingtime Holiday .....Good ..... 15 ..12/30/44
9129 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

9373 ABC Pin-Up .....Good ..... 9 .. 2/10/45
9375 Author in Babyland.....Interesting .... 9 .. 5/12/45
9376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
9371 Idol of the Crowd.....Interesting .... 9 ..11/ 4/44
9378 Kanine Aristocrats .....Good ..... 9 .. 9/22/45
9372 One-Man Newspaper ....Interesting .... 10 ..12/23/44
9374 Pigtail Pilot .....Exceptional .... 9 .. 1/27/45
9377 School for Mermaids.....Good ..... 9 .. 8/25/45

SWING SYMPHONIES

9231 Abou Ben Boogie.....Fair ..... 7 ..11/ 4/44
9235 Painter and the Pointer .....Amusing ..... 7 ..12/23/44
9234 Pied Piper of Basin Street .....Entertaining ... 8 .. 2/10/44

TECHNICOLOR CARTUNES

9232 Beach Nut, The.....Good ..... 7 ..12/16/44
9236 Chow Chow Baby.....Hilarious ..... 7 .. 2/24/45
9239 Crow Crazy .....Funny ..... 7 .. 8/25/45
9240 Dippy Diplomat .....
9235 Painter and the Pointer.....
9233 Ski for Two.....Tops ..... 7 ..12/30/44
9238 Woody Dines Out.....Good ..... 7 .. 5/12/45

SPECIAL FEATURETTES

9112 Lili Marlene .....Engrossing .... 21 ..11/11/44
9110 World Without Borders..... 21 .....

VARIETY VIEWS

9352 Dogs for Show.....Very Fine ..... 9 ..12/23/44
9351 From Spruce to Bomber..Interesting .... 9.. 12/16/44
9353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 ..12/23/44
9354 White Treasure .....Interesting .... 9 .. 1/13/45
9356 Wingmen of Tomorrow...Interesting .... 10 .. 6/16/45
9355 Your National Gallery...Interesting .... 10 .. 2/24/45
9357 Victory Bound .....Interesting .... 9 .. 9/ 1/45
9358 Village of the Past.....Good ..... 9 .. 8/25/45

SERIALS

9581 Jungle Queen..... 13 Chaps.
9881 Master Key ..... 13 Chaps. 5/ 5/45
9681 Mystery of the River Boat... 13 Chaps. 12/ 2/44
9781 Raiders of Ghost City..... 13 Chaps. 8/12/44
9981 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1726 Baseball Bugs .....
1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 .. 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 ..11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1313 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Actors.....Good ..... 20 .. 4/14/45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30/44
1108 It Happened in Springfield .....Magnificant .... 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1108 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good ..... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3/ 3/45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky .....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard.....Fair ..... 10 ..10/13/45
1716 Baby Bottleneck .....
1704 Behind the Meat Ball....Good ..... 7 .. 4/14/45
1713 Book Revue .....Very Good ..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1709 Fresh Airdale .....Very Funny ... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1717 Hare Remover .....
1714 Holiday for Shoestrings.....
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peck Up Your Troubles..Good ..... 7 ..10/10/45
1715 Quentin Quail .....
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1708 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimcapades .....Interesting ..... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1006 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional .... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good ..... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/26/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Dav.....Very Good ..... 10 .. 9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½..11/10/45
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers..... 16½.....
7422 Dance, Dunce, Dance!...Funny ..... 18½..10/27/45
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell.....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7435 Spook to Me..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17 .....

COLOR RHAPSODY

7501 River Ribber ..... 6 .....

COMMUNITY SINGS

5657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Baker) Dream..... 10 .....
7654 No. 4 (Baker) Good, Good .....Good ..... 11 .....
7655 No. 5 (Leibert) No Can Do..... 10 .....
7656 No. 6 (Baker) That Feeling in the Moonlight.....

FILM VODVIL

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra ..... 11 .....

FLIPPY

7601 Catnipped ..... 7½.....

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½.....

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) ..... 9 .....
7854 No. 4 (Hollywood Celebrations)..... 9 .....
7855 No. 5 (Movie Stunt-men & Doubles).... 9 .....
7856 No. 6 (Wendell Niles and Prindle).....

SPORT REELS

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaids' Paradise ..... 9½.....
7805 Rasslin' Romeos ..... 9½.....
7805 Wrestling .....

SERIALS

7141 Hop Harrigan ..... 15 Chaps.
7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-733 Quiet Please .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-757 Fala at Hyde Park.....Interesting .... 11 .. 1/26/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....Excellent ..... 10 .. 2/ 9/46
K-771 Great American Mug....Very Good .... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-776 Our Old Car.....Nostalgic ..... 10 .. 1/26/46
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny .....Good ..... 10 .. 1/26/46
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Combining the practical with the technical, the March 2 issue of 'The Service Paper of the Motion Picture Industry' will present information and advice for the improvement of screen presentations, the efficiency of plant maintenance and newer trends in theatre design as evidenced in buildings completed since the end of the war. Our every-fourth-week feature dealing with equipment and maintenance, of course, will present the latest report of the STR Advisory Council —most progressive and outstanding trade paper feature in this field— (originated by, and exclusive in STR, of course).

SHOWMEN'S TRADE REVIEW

THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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MARCH 2, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

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SERIAL RECORD
FEB 6 1946
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Roy E. Martin (See Page 4)

The Motion Picture
THEATRE
Equipment & Maintenance
Begins Following Page 38

MAR - 5 1946

Bobby-Soxers Back, Gable's Got 'Em

Frankie crooned and they swooned. Van grinned and they wanted to mother him. But ohhhh. That Gable!

Dodo Miller's dark eyes were dreamy in the dawn's early light outside Radio City Music Hall this morning.

"Oh, Frankie and Van are just kids," cried Dodo, who is 18 and lives at 308 W. 82nd St. "At least, Gable's a man!"

Hundreds in Line.

Yes, Van and Frankie. There were hundreds of these fickle femmes in line for tickets to the premiere of the Gable-Garson scorcher, "Adventure." And even though that he-man has been off the screen for three and one-half years.

"The only thing I don't like is Garson's got him. It isn't fair." That was Doris Rovinsky, 17, Washington Irving High School senior, of 1635 Union St., Bklyn., doing the wailing.

Demure little Marjorie Cooper of Butler, N. J., looked sleepy. She had been in the line since 8:30 a. m.

She's Glad.

"I'm just glad he's back," said shyly, "I worked all nigh nursing. Then I came ove see Gable."

Doris Monthie, 19 W. 94th tossed her head. "He's so cas about his acting, definitely favorite actor," she observ loftily. "He's more of a man th Frankie."

One trio of giggling girls co fided: "We're hooky players. W took off from work."

The tall blonde explained, "We don't do it often. Just to see Gable. And we don't do any of that swooning stuff. We just like him 'cause he's a wonderful actor."

Tough Guy.

Arcky Pasquarello, 17, 1354 63rd St., Bklyn., was just beside herself with anticipation. "He's tough," she said of Gable. "He's got that look. Huh?"

Gloria Constantino of 1270 54th St., Bklyn., sighed rapturously. "He can make love just like the guys I don't know."

Ex-Maj. Clark Gable, who started his 3½-year army career as a private and who flew five combat missions over Europe and won the Air Medal, was released by the Army Air Forces last May, but this is his first picture.

And it wasn't just the girls who turned out to welcome Gable back this morning.

"I want to see what he's like after coming out of the Army," explained a faithful admirer, Edward Wexler, of 112 Ave. F Bklyn

Mission for Wife.

Next to him in line was Mr. J Goldstein, a visitor from Montreal, Canada. "My wife's still sleeping," he said sadly, "I'm t get the tickets. She wants to se Gable."

Mary Ribaudo, 17, of 361 W. 27t St., was way back in the line stalled at Rockefeller Plaza. "Fo Gable," she said, "I'd stand fou blocks."

(The New York newspapers cover it like a news event. Above is a sample from N. Y. World-Telegram)



"ADVENTURE" IS TERRIFIC! (and Leo's got it!)

Flash! Los Angeles, Cincinnati, Philadelphia break records. Watch for more!

Your Help Needed! Red Cross Drive—Ma

THE EDITORIAL PAGE

TRADE OBSERVATIONS

WELCOME TREND. It is becoming quite clear that a revival of activity by exhibitor organizations is now afoot. After war years of restricted facilities for travel as well as the manpower shortages which kept exhibitors pinned to their theatre offices, there appears a chance for movement to central locations by numbers of theatre owners and the availability of time to attend to these matters of mutual interest.

This is a good thing for the business. The exhibitors should be more active in an organizational way. They can do themselves and the industry a lot of good by concerted action on matters of constructive design to permit progress of the business as well as to accomplish the very important work of protecting the theatres against unfair taxes and other legislation that is inimical to the operation of these community institutions.

The forthcoming meet in St. Louis of the Theatre Activities Committee to establish an organization for mutual welfare of the exhibitors looks like a most promising start for these revived exhibitor organizational movements.

It is the consensus of the industry—and one in which this page heartily concurs—that National Allied's election of the dynamic Jack Kirsch of Chicago to be its president was a really forward-looking move and one that promises a great deal for the progress of that organization as a force for the potential constructive action which conditions in the industry make necessary for the present and near-future. Jack Kirsch is capable of doing a terrific job and we are betting he will do it.

Ed Kuykendall in a statement to STR this week declares that the MPTOA is preparing for a vigorous program of action by its organization and its individual members.

This promised energy by exhibitor organizations appears as a most hopeful development. All of the exhibitor groups have a great opportunity to do really important things for the theatre owners and the industry as a whole. Here's hoping they measure up to the job there is for them to do.

* * *

EASY DOES IT. People who read the papers and keep tabs on such things are saying that the figures on unemployment claims in various big cities are showing such a sharp rise that the public purse-string is rather certain to show signs of tightening up. At the same time there are plenty of indicators, declare these same observers, that when things get going on a real reconversion program of producing civilian goods in the quantities that the market can absorb there will be employment that will be higher than before the war—some predict as much as 25 per cent higher than pre-war. These are things that everybody must watch for himself and there is no wish or disposition in this corner to do any prognosticating. However, the people who read their papers carefully seem to be saying that it's a good idea to be careful now, but get ready for big things when the present production log-jam breaks up. In either case, take it easy—for easy does it, they say.

* * *

LET'S HAVE MORE OF SAME. Our technical editor informs us that an invention by Dr. Alfred Goldsmith (as reported elsewhere in this issue) makes possible a future application of electronics to correction of acoustical faults in place of the conventional means of hanging up drapes here and stretching heavier carpet there, and tacking up sound absorbent tile or plaster boards somewhere else. What a relief that will be.

We can, in the post-war era—which, incidentally, is still ahead—do with more of that sort of improvement. Being entirely neutral we shan't say just what. However, we have a pal who attends picture shows and knows good projection from bad. It is the opinion of this party that a projector so built that the bloomin' thing would collapse and quit altogether when, after long wear or lack of care, it had passed the precision stage would be a good thing for the movie fans. That way—the argument set forth goes—no theatre could go on using—or misusing, to be precise about it—a projector that developed old-age faults.

* * *

AT YOUR SERVICE. Speaking of the technical phase of our business, the machinery and equipment, as well as the picture on the screen, is something the showman should watch closely. We offer theatremen every four weeks a service which can be of the utmost value to all alert owners and managers, as well as technical men of the theatre.

This special service will be found in action in another part of this issue. We recommend that you read that section if you are not already among the vast majority of our subscribers who make it regular practice to give special attention to our Motion Picture Theatre Equipment and Maintenance features as they appear periodically every four weeks.

—"CHICK" LEWIS

NATIONAL NEWSREEL

Supreme Court Ruling Rocks The Industry

Decision in Jackson Park Case Under Close Study by Industry and D. of J.

Full impact of the United States Supreme Court decision awarding owners of the Jackson Park Theatre of Chicago $360,000 damages under the Sherman Act and found evidences of price-fixing and run-control conspiracy against 5 major distributors and 3 theatre circuits in the Chicago area, had not been felt throughout the nation this week, but exhibitors apparently were not rushing into court with their troubles because of it.

While Thomas A. McConnell, attorney for the Jackson Park Theatre, said he would seek an injunction to set aside present clearance and sales policies, and while Attorney General Tom Clark in Washington said he would not be surprised to see more suits on this subject develop, the average exhibitor seemed inclined to study the court's decision before acting.

Attorneys for the defendants concerned—Balaban and Katz, RKO Radio Pictures, Inc.; Warner Bros. Pictures, Inc.; Warner Bros. Theatres, Inc.; Loew's, Inc., 20th Century-Fox, Inc.; Vitagraph, Inc.; Paramount Pictures Corp.—apparently were studying the opinion for future action. Ordinarily a petition for rehearing would be filed, but the strong majority in the court—7-1 (Justice Jackson abstaining, Justice Frankfurter dissenting)—makes such a petition difficult.

The owners of the Chicago subsequent run Jackson Park Theatre (Florence Bigelow, Marion B. Koerber, John E. Bloom and William Bloom) had petitioned that the Jackson Park lost $125,692 in a five-year period from 1937 to 1942. The loss was claimed on the grounds that duals went into effect during this period and that the Jackson Park could no longer get first-run product in its zone because circuit-affiliated theatres took up all the product. Cited as proof was the rival circuit-operated Maryland Theatre.

Also claimed was the charge that the Jackson Park could not buy first runs in the zone regardless of price offered.

The suit had been filed originally in the federal court at Chicago where a jury apparently sustained the charges and brought in a damage verdict of $120,000 which the judge raised to $360,000 under the triple damage provision of the Sherman act. An appeal by the distributors and the circuits resulted in a reversal by the United States Circuit Court of Appeals.

The case then went to the Supreme Court which this week found for the plaintiff.

The opinion, written by Justice Harlan Stone, read in part:

"The gist of the complaint is that by reason of the conspiracy petitioners were prevented from securing pictures for exhibition in their theatre until after the preferred exhibitors had been able to show them in the earlier and more desirable runs, and that petitioners have thus been discriminated against in the distribution of feature films in favor of competing theatres owned or controlled by some of the respondents.

"There was evidence from which the (Chicago federal court) jury could have found that respondents maintained in the Chicago district, by a conspiracy among themselves, a discriminatory system of distributing motion pictures for showing in successive weeks of release.

"There is evidence that respondent distributors and exhibitors conspired to give to the conspirator-controlled or affiliated theatres preferential playing positions in the release system over the positions allotted to independent competing theatres, with the results that the petitioners' theatre was unable to obtain feature films until the first week of 'general release' or 10 weeks after the end of the Loop run. By that time most of the respondent exhibitors' theatres, with several of which petitioners' theatre competes, and which enjoyed the prior 'A,' 'B' or 'C' pre-release runs, had finished their showings. Regardless of the price offered for rental of film, the respondent exhibitors, in execution of the conspiracy, refused to release films to petitioners' theatres except for the first week of 'general release.'

"Evidence was introduced in the course of the trial tending to show that respondents conspired to maintain the release system as part of a conspiracy to maintain minimum admission prices to be charged by exhibitors generally. This proof indicated that the

(*Continued on Page* 12)

Jackson Park Case In Brief

The Jackson Park Theatre claimed that it lost over $120,000 when rival Maryland and other circuit affiliated theatres went dual and absorbed all the first runs in the same zone. Owners of the plaintiff theatre claimed conspiracy. A federal court jury in Chicago brought in an award of $120,000 damages which the judge multiplied by three ($360,000) using the triple damage clause of the Sherman act.

Defendants appealed and the U. S. Circuit Court of Appeals reversed the decision.

Plaintiff went to the Supreme Court which on Feb. 25 gave the Jackson Park Theatre owners the $360,000 damages and found that a price fixing conspiracy as well as a conspiracy to control runs had apparently been entered into.

Jackson Park Theatre Attorney Thomas A. McConnell said he would seek an injunction to set aside the present sales and clearance systems and to bring pictures into an open market bidding basis.

Defendant attorneys were silent on future plans.

April 16 Date Set for Schine 'Divest' Hearing

Federal Judge John Knight announced in Buffalo this week that April 16 had been set for a hearing on the government's plan to divest the Schine circuit of some of its theatres in accordance with a section of the court's decision in the federal anti-trust suit against Schine.

The plan in brief calls for a divestiture of some Schine houses, but does not break up the circuit. It reduces the circuits buying power and prohibits it from entering booking or buying fields. It also prohibits the circuit from becoming partners in new theatre ventures or indulging in activities that might lead to expansion.

Informed sources said the plan was intended not to be rigid but to restore competitive situations in many localities. It calls for a trusteeship to handle the sale of those houses which must be disposed and would give the trustees full access to the theatres, their records and the like to determine actual business and other needed data. To all appearances Schine will have to get rid of houses only in those localities where at present the circuit has no competition.

Chicago Power Rate Cut

Theatres in Chicago will get a four per cent electric rate cut due to the recent Illinois Commerce Commission's ruling that the Edison Commonwealth Company and its subsidiaries reduce its rates by that amount on March 1.

Heart Attack Fatal to James M. Brennan, 59

Funeral services for James M. Brennan, 59-year-old supervisor of the RKO New York Metropolitan and New Jersey theatres, were to be held Friday (March 1) in the Church of the Blessed Sacrament. Interment will be in Syracuse.

Brennan, who died of heart attack on Feb. 26, came to RKO in 1919 as manager in Trenton and rose to the post he held at the time of his death.

N. J. Allied Eyes New Bills

Possible activity by Allied Theatre Owners of New Jersey against ten proposed legislative bills was seen this week as it was announced there would be a meeting to discuss legislative matters at the Stacy-Trent Hotel in Trenton on March 11. One of the measures would prohibit gambling in New Jersey and if passed would affect Bingo nights.

Roy E. Martin

(The Man on the Cover)

Partner with J. H. "Tommie" Thompson in the ownership and operation of Martin & Thompson Theatres, who is celebrating his 34th anniversary in motion picture exhibition, an event which was marked during the month of February by special shows and other activities in the hundred-odd theatres of the M & T circuit which operates in Alabama, Florida and Georgia towns and cities. Martin has received many unusual tributes from citizens of towns in which he operates theatres, from mayors and city officials and in newspapers which have featured articles on his career as a typical American success story. STR published a story, including a biography, about Mr. Martin's 34th anniversary in the industry in the issue of February 9.

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SHOWMEN'S TRADE REVIEW

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NATIONAL NEWSREEL

Beg Poddin'

Deploring a misinterpretation of information from London under which the New York office of the Motion Picture Association of which he is president issued a statement to the effect that J. Arthur Rank had discriminated against American films in making up programs for presentation of movies to delegates to the UNO conference in London, Eric A. Johnston this week cabled to the British producer declaring that constant effort to improve relations between Great Britain and the United States should be made in the interest of effecting world reconstruction and peace.

Johnston's cable was in reply to word from Rank questioning the MPA statement.

"Our association made a mistake in saying that you refused to show American films," Johnston replied to Rank, "and I am glad to correct it publicly. Our New York office misinterpreted information received from our London representative. I deplore incidents which mar relations between our countries and our industries. We must constantly strive to improve these relations."

Peaceful Picketing Set for Halloway's Gem, St. Louis

By agreement of counsel, reached in St. Louis, the St. Louis Theatrical Brotherhood, Local No. 6, will continue to picket Henry Halloway's Gem Theatre in St. John's Station, St. Louis County, while the house operates with a non-union projectionist in the booth.

Through this agreement the union will maintain two pickets who must not molest, intimidate or interfere with patrons or prospective patrons of the house. Also, they must take license numbers of patrons' automobiles or photograph patrons to use their pictures in the labor paper.

Halloway had sought an injunction to stop the picketing claiming that pickets were telling children "there is a man in the theatre who will cut off your ears."

Admissions Low But Fans Plentiful for Brazil Movies

Despite the fact that its admission prices are the lowest of the Latin Americas, Brazil offers a strong volume of business for motion pictures, Enrique Baes, Brazil general manager for United Artists, declared in a New York trade press conference.

Baes flew from Rio to the states to place his son in a Georgia school. He then proceeded to New York to celebrate his 25th anniversary with United Artists.

"The lowest admission prices of all Latin America," he declared, "are in Brazil. Deluxe theatres charge there the equivalent of 30 cents in America." Some admissions go as low as 5 cents, he said.

Jutkovitz, RKO Renew

Renewal of a 25-year partnership between RKO Theatres and the Jutkovitz Brothers in Far Rockaway was jointly announced in New York this week by Al Jutkovitz and RKO President Malcolm Kingsberg. The announcement reveals that a new 2500-seater on the site of the Rockaway RKO Columbia will be constructed for RKO operation. The partnership deal covers operation of the Columbia and Strand theatres.

Exhibitor Organization Action Due for Upsurge, Kuykendall

A rebirth of exhibitor association activity before the end of the year was predicted in Columbus, Mississippi, this week by Ed Kuykendall, President of the Motion Picture Theatre Owners of America.

"The war, transportation difficulties and the consent decree trials all united to hold back any exhibitor activity," the MPTOA President told SHOWMEN'S TRADE REVIEW.

"Exhibitors during the war were, like the rest of the country, most interested in the prosecution of the war and in doing the job they set out to do. That they did the job so well is one thing they could be proud of.

"Then too, the questions of transportation and hotel accommodations prevented many of the national organizations from getting together. Conventions for the most part were out. Some state meetings continued to be held, but these were limited by the fact that the exhibitor had to get in and out of the city where they were held in one day. Larger states, such as Texas, had, I understand, to forego even this.

Anti-Trust Decision Awaited

"There is no doubt that the consent decree froze a good deal of activity also. While the matter was and is in court, such subjects as block booking, clearance, etc., were tied up subject to court ruling and there was little point in trying to take any direct action until the court had decided.

"There is ground for the belief that this final ruling will soon be handed down, and that the way will be cleared for exhibitor discussion and action.

"MPTOA has always believed in state exhibitor autonomy. We believe the exhibitor is better acquainted with and more fully understands his own state's problems as it relates to the exhibitor. MPTOA is always ready to cooperate and coordinate the efforts of exhibitors in everything that has a national interest."

Presidential Citation



HOBLITZELLE HONORED. Karl Hoblitzelle, head of Interstate Circuit, Dallas, left, receives from Col. John R. Banister, deputy director of State Selective Service, a citation by the President of the United States. The presentation was made Feb. 21, in Austin in connection with ceremonies celebrating the 100th anniversary of the admission of Texas to the Union. Some of the activities for which Hoblitzelle was cited by the President: a plan for returning servicemen and servicewomen; the Hoblitzelle Music Fellowship and Drama group endowment; sponsorship of a state-wide program for revitalization of agriculture and improvement of living conditions on Texas farms and ranches.

No Import Licenses, No U. S. Films for French

Existing trade treaties between France and the United States must be made to work out, since the matter is of the highest importance in the effect it is having in French film circles, Henri Klarsfeld, head of Paramount's Belgium, France and French North Africa organization, declared in New York this week.

Klarsfeld who arrived by air from Paris for home office conferences with Paramount International President George Weltner, declared that the French wanted American films very badly but were deprived of them since the American companies had only a few old films and had to hold back new pictures due to needed lack of import licenses.

Kirsch in High Post In Red Cross Drive

Red Cross Drive Chairman Spyros P. Skouras announced this week that Allied National President Jack Kirsch of Chicago, will be associate national campaign director for the industry campaign March 20-26.

Kirsch, who is now in Florida, will work in conjunction with National Campaign Director Harold J. Fitzgerald. In announcing Kirsch's participation in the drive, Skouras said:

"We are fortunate to have a man of Mr. Kirsch's leadership and experience working with us. The industry can be grateful to him for accepting this responsibility."

Manta-Rose Theatres Increase Admissions

A general price raise in the Manta-Rose Indiana and Illinois theatres was scheduled to get under way shortly according to advice from Chicago. Matinee and evening prices on the circuit will get a five cent hike, making afternoon admission 40 cents; evening admissions 50 cents.

Increased operation costs were given by the circuit for the raise. On March 1, the circuit will start a 13 week exploitation campaign, with managers participating in large cash awards for the best house results.

Lawson Odeon Head; Nathanson Resigns

Reports that Famous Players' Canadian Corporation had acquired an interest in Odeon Theatres remained unconfirmed in Toronto following the resignation of Paul L. Nathanson as president and managing director of the circuit. Hon. J. Earl Lawson, K. C., of Toronto, a vice-president, was elected to the presidency.

Nathanson, who has been head of Odeon since 1943 when he succeeded his father, the late N. L. Nathanson, resigned because of ill health. He remains a director in the company.

Nathanson in Equipment Field

Paul Nathanson, former head of the Odeon Theatres of Canada, has formed the Telephoto Industries, Ltd., to distribute and service Ampro 16-mm. equipment in Canada. He will open branches in all Canadian film exchange centers.

NATIONAL NEWSREEL

M.O.D. Collections May Top '45

March of Dimes Chairman Nick Schenck this week appealed to exhibitors to rush their reports of collection so that the amounts could be tabulated and the "money put to work."

Schenck said that as long as a general tabulation could not be made, the use of the money received in the recent campaign would be delayed. Meanwhile available figures showed a general increase in donations taken in theatres over 1945. A few such reports, with the increase over 1945 shown in parenthesis, follow:

Standard Theatres, Milwaukee, $12,466 ($3028); Neighborhood Circuit, Richmond, Va., $17,955 ($2416); Randforce Circuit, Brooklyn, $42,534 ($6798); Worth Theatre, Fort Worth, Tex., $4103 ($1252); Astor, Reading, Pa., $4367 ($2003); Paramount, Brooklyn, $5124 ($1223).

See Studios Releasing Agencies as Independent Production Progresses

Hollywood history is being made with a current progressive swing toward independent production. Some competent observers predict that it is not impossible for studios to eventually become mere releasing agencies for a host of independent producers in the manner of the United Artists operation.

The development, gathering momentum only in recent years, is fast approaching a crescendo. Latest bigwig independent announced is Charles Einfield, who will release through RKO Radio.

Of importance to exhibitors, distributors and moviegoers, the new trend means that quality of production should increase because of the greater care naturally exercised by individual units in producing their own pictures. With a producer's money and personal reputation at stake, he is more likely to evince proportionately more effort on his production than if he were a salaried employe.

Metro-Goldwyn-Mayer is the only studio thus far unaffected by the current trend. Warners have the Joseph Bernhard-Milton Sperling United States Pictures and Mervyn LeRoy's Arrowhead Productions. Paramount includes Pine-Thomas and Hal Wallis on its independent producers list. PRC Pictures, Inc., is virtually a net of independents, including Alexander-Stern, James Burkett, Josef Berne, Robert Tansey and Pat Di Cicco's Imperial Productions.

Monogram's independent producers are Roy Del Ruth, the King Brothers, Sam Katzman, Great Western Productions (Scott Dunlap) and others. Republic has W. Lee Wilder, Steve Sekely, Ben Hecht and Walter Colmes. Columbia includes Mutual Productions (Leslie Fenton-Fred MacMurray), Phil L. Ryan Prods., J.E.M. Productions (Jerry Giesler, Edward Neals, Milton Holmes) and Sidney Buchman Pictures.

Twentieth Century-Fox has Edward L. Alperson's "Alson" Productions and Sol Wurtzel's unit. Universal's independent units include Jack Skirball-Bruce Manning, Diana Productions (Walter Wanger, Joan Bennett, Fritz Lang), Mark Hellinger, Michael Todd and Walter Wanger Productions.

Next to United Artists, which is solely an independent organization using the name "United Artists" for releasing purposes to bind nearly 20 different producers together, RKO ranks highest. Following the lead recently indicated by N. Peter Rathvon, company president, this studio can be expected to better its present setup of 35 per cent of production coming from independents. Its roster includes Liberty Productions (Sam Briskin, Frank Capra, George Stevens, William Wyler), Samuel Goldwyn, Walt Disney, Frank Ross, Lasky-LeRoy, Robert Riskin, Hakim-Wood, Tarzan Productions (Sol Lesser), and Rainbow Productions.

The most pressing problem confronting independent producers today is the lack of studio space. Samuel Goldwyn, himself an independent producer, recently announced that he was closing his studio to any productions other than his own. A simultaneous announcement came from the RKO Pathe studio in Culver City, which signified that no more independent commitments are being made. Indicative of the difficulty is Edward Small, who after searching for space to produce his forthcoming "Bella Donna," sold the property to International.

Page Emily Post

With the help situation being what it is, Betty Hensler, manager of the Des Moines, Ia., Uptown Theatre, recently decided to do something that would give tone and dignity to the theatre. She hired as an usher a man who was a little older than the others but whom she felt would be just what the doctor ordered for the dignity angle. At a staff meeting she stressed that an employe should always refer to a patron as a lady or a gentleman while in their presence, and what is more, said employe himself should always be a gentleman. All went well till that same evening the new "dignified" usher approached her with two patrons and said: "Miss Hensler, these ladies have lost a compact and I've looked all over hell for it and can't find it."

Form Advance Units To Exploit 'Henry V'

Advance promotional units to handle the road-showing of the Laurence Olivier-Two Cities production of "Henry V" are currently being set up by United Artists. Plans are not to give the film a general release until several years after the American premiere scheduled for April in Boston.

'Magic Bullet' Reaches Germany at Long Last

Warner Bros.' Nazi-banned "Dr. Ehrlich's Magic Bullet" made its debut in Allied controlled Germany at Munich last week, playing the Luitpold Theatre. Proceeds went to the medical profession's hospital fund.

Cooper Suit Hearing Set

Hearing on the suits filed by J. H. Cooper of Oklahoma against Paramount and the countersuits filed by Paramount against Cooper in a disagreement over theatre properties has been set for October in the Federal Court.

SMPE Expansion Program Outlined

Increased financial support of the Society of Motion Picture Engineers by both major and independent producers makes possible the expanded program of activity and personnel the society will undertake shortly, SMPE President Don E. Hyndman announced in New York this week.

The five-point engineering program which the Society will follow will include practices related to production, distribution, exhibition; relation of television to motion pictures, standardization procedures to bring greater efficiency and economy in all phases of the industry; supervision of world-wide standardization to facilitate international distribution and exhibition of American films; correlation and assembling of essential reference books on production, distribution, exhibition, theatre construction, television and other subjects and practices relating to the motion picture industry.

Among the new personnel to be added will be an engineering secretary, a staff engineer, a technical librarian, a technical stenographer and clerical help. An increase in membership, based on the wide number of inquiries the society is receiving about its work, is also anticipated.

Those attending the conference which formulated the plans for expansion were: Hyndman, an Eastman Kodak associate; Dr. Alfred E. Goldsmith, past SMPE president; Frank E. Cahill, Jr., of Warner Bros., chairman of the SMPE's Atlantic Coast section; Earle X. Sponable, 20th Century-Fox; Henry Anderson, Paramount; Arthur S. Dickinson of the Johnston office; W. H. Offenhauser of CBS; C. R. Keith, Western Electric; Dave B. Joy, National Carbon; James Frank, Jr., National Theatre Supply; J. A. Maurer, SMPE engineering vice-president; Harry Smith, Jr., SMPE executive secretary; H. E. White, Eastman Kodak; Pierre Mortz, Bell Telephone Laboratories.

MGM Foreign 16-mm. Program Now Ready

MGM's 16-mm. program for entertainment and educational films outside of the United States and Canada will get under way shortly, Orton H. Hicks, head of the Loew International Corporation 16-mm. division, said this week. Ten trained 16-mm. technicians are on their way now to France, Belgium, Argentina, Puerto Rico, Cuba, Mexico, Chile, Panama, Venezuela and the Philippines where the program is to be put into effect.

Whelan Succeeds Hoffay

Leslie F. Whelan, foreign relations department director for 20th Century-Fox International, was this week named chairman of the International Film Relations to succeed Michael Hoffay.

Satz Rejoins Century

Leonard Satz, returning from war service with the Air Transport Command, has resumed his post in charge of maintenance and purchasing for Century Circuit, Inc. W. H. Applegate, Jr., who carried on this work during Satz' absence with the armed forces, will remain with Century in charge of problems in the field.

Beginning this week, Satz takes his place on STR's Theatre Advisory Council, in which Applegate also substituted for him during his war service.

Your Most Important Peacetime Job!



MOTION PICTURE INDUSTRY

RED CROSS DRIVE

March 20th-26th

A planned campaign to COLL

March 20th-26th

Your First and Foremost Job is to

COLLECT AT EVERY SHOW!

The Red Cross Work Must Go On! Your Heart-Your Showmanship is needed

- **Sign the Pledge Card and return it to your Area Chairman!**
- **Contact Your Local Red Cross Chapter!**
- **See your Newspaper Editors and Radio Stations at once!**
- **16 Page Pressbook and Campaign Kit with all plans now ready!**
- **FREE TRAILER will be sent you! Use it every show!**
- **Lobby Accessories Going To You!**



RALLY TO THE FLAG OF MERCY!

The American Red Cross again has called on the showmen of the motion picture industry to aid in collecting necessary funds. Never before have the needs of the Red Cross been greater than they are today and all of us must rally to the support of this great humanitarian organization in its vital post-war work. It is a challenge we must meet just as we did during the war. In those dreadful years Exhibitors all over our nation supported every worthy cause with a zeal that won them lasting admiration. They were backed-up by the men and women in our studios and in the distribution departments, and their united efforts brought successful fulfillment to every task set before our industry.

Today we must continue to carry on the patriotic work we are so well equipped to accomplish. At home we face the problem of rehabilitating our returned soldiers and bringing sorely needed help to our wounded men, bed-ridden in hospitals. All over the world millions of men, women and children, who have felt the cruel impact of war, are looking to America for relief and the Red Cross will play a big part in this important job.

If we are to have the peaceful world we so earnestly pray for, we cannot let down the Red Cross now. Its flag is a symbol of mercy to all who behold it and for those who need food and shelter it means life and hope for the future.

Exhibitors, everywhere, organize your forces now to deliver the great sum of money so urgently needed by The American Red Cross!

The motion picture industry will not fail this great cause!

Spyros P. Skouras

National Chairman

T - COLLECT - COLLECT!



A Proclamation

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

WHEREAS the American National Red Cross, under the provisions of its Congressional charter, continues to fulfill its manifold obligations to extend cheer and aid to our servicemen in distant areas overseas, to provide servicemen and veterans, and wounded and sick in hospitals, with solace and a link with home, and to maintain its traditional services of aiding victims of catastrophe, and of training men and women of our nation to combat sickness and accident and thus to reduce suffering and death; and

WHEREAS new obligations have arisen to assist veterans and their families in the many difficult problems of return to civilian life and resumption of long-interrupted normal peacetime relations, and to contribute to the care of peoples in areas devastated by military operations, whose distress appeals with utmost urgency to every source of help for months ahead; and

WHEREAS at this time when the foundations of peace are being established, the American National Red Cross by its very nature and purpose, and by its long record of humanitarian service, stands both as symbol and as tangible expression of the spirit of universal good will, recognizing no barriers in the unity of welfare; and

WHEREAS this organization, which represents the solicitude of our people for the care of its servicemen and its lofty ideals for the prevention of suffering, and which is entirely dependent on voluntary contributions to carry out its purposes, is issuing its nation-wide appeal for the contribution of a minimum fund of $100,000,000;

NOW, THEREFORE, I, HARRY S. TRUMAN, President of the United States of America, and President of the American National Red Cross, do hereby designate the month of March 1946 as Red Cross Month, and urge every citizen of this country to respond to the utmost of his ability in support of this indispensable humanitarian cause.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the United States of America to be affixed.

DONE at the City of Washington this fourteenth day of February, in the year of our Lord nineteen hundred and forty-six, and of the Independence of the United States of America the one hundred and seventieth.

BY THE PRESIDENT

James F. Byrnes, Secretary of State

Harry S. Truman

HARRY S. TRUMAN



Symbol of the

MOTION PICTURE INDUSTRY

–and the Drive! March 20th–26th

THIS DELIVERS
YOUR FILM... NOW MAKE
IT DELIVER FOR THE RED CROSS!

Painted White, It Makes the Perfect Collection Container!

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NATIONAL NEWSREEL

No Tax Cut in Sight

Making no bones about the fact that he would oppose a cut in luxury taxes —which include federal admission taxes—Rep. Robert Doughton (D., N.C.), chairman of the powerful House Ways and Means Committee, declared in Washington this week that the federal budget is so huge that further reduction of tax sources cannot be made. Doughton said he felt the American public did not wish "luxury taxes cut now" and made it clear that he considered movies a luxury. He also feels that the cut in income taxes prevent consideration of any further tax paring.

Spotlight 'Heart Fund' In Tribute to Cherry

More than 400 registrants gave evidence of their appreciation of the services of James O. Cherry during his two terms as chief barker of the Variety Clubs of Texas at a testimonial dinner in his honor at Dallas last Friday (February 22).

Speakers included the Right Rev. W. J. Bender, former attorney general of Texas, William McCraw, R. J. O'Donnell, National Chief Barker, and William O'Donnell, current chief barker of Tent 17.

In addition to being a tribute to Cherry, the



Chief Barker Bill O'Donnell lauds James O. Cherry, left, at testimonial dinner in Dallas.

event was a public relations occasion of wide scope. On a mammoth dias were nearly 100 persons of local and state prominence, each of whom was introduced by Wm. O'Donnell, and who followed the proceeding with close attention.

Cherry told of his main activity—the creation of the Variety Foundation, designed for the support of Boys Ranch of Copperas Cove. He said the foundation now has a fund of $300,000.00, which he called the Heart Fund of Variety. He reported 53 boys now resident at the Ranch and that the aim is for a $1,000,000.00 fund and 200 boys.

The clinching compliment to Cherry was presentation to him by Bob O'Donnell of a life membership in the Variety Clubs of America.

'Postman Rings' March 13

Trade showings in all exchange centers for MGM's "The Postman Always Rings Twice," are now set for March 13.

Men Nix Duals; Like Westerns 'If They Don't Sing,' Survey Reveals

The butcher, the baker, the candlestick maker and his brothers under the skin have their say about the movies in the report of a survey conducted by the Motion Picture Councils in communities throughout the nation that was made public this week.

The survey, which was "for men only" covered:

Attendance? Yes, Mr. American goes to the movies from three times a week to twice a year, but sometimes he goes "only when a really good movie is available."

How does he make up his mind what he wants to see? Well, he may decide from a newspaper or a magazine review, from the local news, from what he heard the boys on the job say about the film, or maybe he got the idea from a radio broadcast or the recommendation of his local motion picture council. But . . .

Mostly he goes because the little woman tells him what she wants to see, or if he isn't married, he goes where the girl friend or the lady he is being a gentleman to for the evening wants to go. If he's a father and junior or junior miss has an idea, well you know that answer without being told. All in all most men seem to feel they "don't have much of a choice in the matter," to quote one of the frank ones.

Relaxation? Most of the men queried prefer a movie to relax after a busy day than a game of bridge. At least one man preferred poker to the movies though.

Double features? They don't seem to like them. (Some answers: "Too long"; "Divides interest"; "One picture is good and the other second class"; "Four hour bills are too long."

What they like? Pictures with deep sentiments, any "clean" story well directed with an interesting plot; comedy; "plays written for the movies rather than those taken from books"; action; "old-fashioned Westerns as long as they don't sing." A few chose pictures for directors, other chose them for cast. Most feel that the pictures men see are those made to please women.

The cross section of manly opinion on movies was procured by individual ballot, panel and audience participation discussion based upon 12 questions prepared by the National Council of the National Board of Review of Motion Pictures.

The Personal Slant

Charles S. Chaplin, United Artist Canadian general manager, is scheduled to leave Toronto in March for a 6000-mile swing of the company's Canada branches.

Warner International Vice-President Wolfe Cohen left by plane for his first tour of the Orient since the war. He will stopover in Bombay, Calcutta, New Delhi, Lahore, Singapore, Ceylon, Burma, Siam, Rangoon, Shanghai and other Far Eastern markets.

Republic Vice-President and General Sales Manager James R. Grainger is visiting the company's Atlanta and Tampa offices. Walter Titus, vice-president in charge of branch operations took a flying trip to the Detroit branch this week.

Irving Wormser, Film Classics, eastern general sales manager, is back from a Florida vacation. Nicky Goldhammer, vice-president and general sales manager, is touring the northwest.

Ralph H. Budd, personnel manager for Warner Bros., returned Tuesday from Pittsburgh, where he held a meeting of theatre district managers.

John LeFebre, ex OWI worker, has joined 20th Century-Fox International in an important executive capacity. Recently released for the new assignment by the Office of International Information and Cultural Affairs, LeFebre will continue in a consultant capacity to the government agency.

Walter Brown, secretary of the temporary organizational committee for the Theatre Activities Committee, returned this week from St. Louis where he conferred with Arrangements Chairman Harry Arthur on plans for the meeting at the Chase Hotel on April 1-2.

Kalmenson Sets Dates For 5 Regional Meets

Five regional sales meetings serving as an overture to the Warner annual sales drive which takes place from March 31 through July 27, were announced in Chicago this week by Ben Kalmenson, vice-president in charge of sales.

Kalmenson, who is presiding over a three day conference between district managers, home office executives and division sales managers at the Blackstone Hotel, said the regional meets would be held in the following cities on the following dates:

Chicago, March 2-3; Pittsburgh, March 5-6; New York, March 9; Memphis, March 15-16; San Francisco, March 22-23. Eastern Division Sales Manager Jules Lapidus will preside at New York and Pittsburgh while Roy Haines, western and southern division sales manager, will preside at the others.

New Fan Magazine Edited By Jones on Sale This Week

A new monthly fan magazine, "Movie Songs," went on newsstand sale this week. The magazine, edited by Charles Reed Jones, former advertising and publicity director of Republic Pictures, is currently the only ten cent fan monthly paper on the stands, in addition to being the only one containing lyrics of the latest popular songs.

Raiden Opens Law Offices

Edward Raiden, formerly West Coast editor for SHOWMEN'S TRADE REVIEW, has been admitted to the California Bar and this week established offices at 1722 N. McCadden Place, Hollywood, for the practice of law. Raiden practiced law for many years in New York before joining SHOWMEN'S TRADE REVIEW.

Vandals Close Rialto

Vandals have forced a second Ottumwa, Ia., theatre to close down. The Rialto, with most of its 440 seats ruined, its walls and floors badly marked and cut, and its screen damaged by rocks, is unable to give performances. The Strand, which closed several months ago after vandalism, is set to reopen March 3.

NATIONAL NEWSREEL

N. Y. Exhibitors Gird To War on New City Tax

New York City's proposed city amusement tax remained in an undecided state this week as a group of exhibitors was reliably reported to have created favorable impressions in at least two important quarters with a logical attack on the proposed five per cent admissions tax.

Though official comments were not forthcoming, it was reliably learned that exhibitors claimed the amusement tax was discriminatory and singled out motion pictures for excessive taxes which other industries did not pay.

By way of emphasizing the alleged discrimination against theatres, exhibitors declared that the city tax consultants had recommended a five per cent tax on jewelry and cosmetics but had specified that the city tax should go on only after the present federal tax on such merchandise came off.

Many exhibitors were also said to claim that they are not seeking a reduction of taxes like other businesses and that they realize the city needs the money, but that they object to being singled out to pay from four to five times the amount of taxes paid by other business. They want an amusement tax, if passed, to be on a parity with these other taxes.

Politically, the tax situation is still confused, with the proposed taxes serving as a football for both Democrats and Republicans. The tax bill had not reached the legislature by mid-week.

Skouras Heads Cancer Drive Set for April 21-28

Motion picture theatres will be urged to aid the national campaign of the American Cancer Society to raise funds for research and therapy and to broadcast information about Cancer during the week of April 21-28, it was announced in New York last Tuesday by Charles Skouras, president of National Theatres, who is serving as national chairman of the industry committee which is cooperating in the drive.



Charles Skouras

Skouras said that while every means will be taken to appeal to theatres to join the drive and that the utmost cooperation of the industry will be sought by his committee, there will be no demand made that theatres make collections or otherwise raise funds for the cause. Skouras said that his committee will work entirely toward voluntary efforts by theatres and the industry; that those who do not wish to participate in raising funds might assist in he educational campaign. Authorities claim that cancer will be responsible for the deaths of 17,000,000 of the 135,000,000 people now living in the U. S. unless measures are taken to curb the disease through the spread of information about the malady and provision for research and facilities for care of those stricken with cancer.

20th-Fox Pays Dividends

Dividends of $1.12½ per share on the outstanding prior preferred stock of 20th Century-Fox were this week announced payable as of March 15, 1946 to stockholders who held the shares at the close of business March 8, 1946. A quarterly cash dividend of 37½ cents per share on the outstanding convertible preferred stock and a quarterly cash dividend of 75 cents per share on the outstanding common stock was also announced.

Quoting the Decision

Justice Stone in the court's opinion:

"Evidence was introduced in the course of the trial tending to show that respondents (5 majors and 2 circuits) conspired to maintain the release system as part of a conspiracy to maintain minimum admission prices to be charged by exhibitors generally. This proof indicated that the object of this conspiracy was to make it possible to maintain high admission prices In the Loop by restricting the price competition of subsequent run theatres."

Justice Frankfurter, dissenting:

"Our real question is whether the respondents' violation of the Sherman law illegally injured the petitioners. This necessarily involves substantial proof that the petitioners' business would have been more profitable if the distribution of movie films in Chicago had been a free-for-all. . . ."

Find "Price Fixing"

(*Continued from Page* 4)

object of this conspiracy was to make it possible to maintain high admission prices in the Loop theatres by restricting the price competition of the subsequent run theatres.

"There was this evidence tending to show that the release system and the price fixing system were each an integral part of an unlawful conspiracy to give the Loop theatres the advantages of a first-run protected from low-price competition.

"The evidence tended to show that when single features were being shown, exhibitors who had playing positions ahead of petitioners in selecting films out of these which their rental contracts allowed them to show, did not exhibit all the films distributed so that despite their inferior playing position, petitioners were able to exhibit pictures which had not been shown elsewhere.

"With the advent of double featuring, theatres with playing positions ahead of petitioners' used nearly all of the films so distributed, and the pictures which petitioners were able to exhibit in the first week of general release, by reasons of the distribution system, had had prior showing in nearly every case."

Part of Justice Frankfurter's dissent reads:

"Our real question is whether the respondents' violation of the Sherman law illegally injured the petitioners. This necessarily involves substantial proof that the petitioners' business would have been more profitable if the distribution of movie films in Chicago had been a free-for-all, and if no factor of the scheme that constituted an illegal conspiracy had been in operation, than under the conditions that actually prevailed.

"Specifically, one feature of the conspiracy was stipulated rentals by distributors in furnishing films to exhibitors. The record appears devoid of proof that if competitive conditions had prevailed, distributors would not have made rental contracts with their respective exhibiting affiliates to the serious disadvantage of independents like the petitioners. They might have individually have done so and not have offended the Sherman law."

Dr. Lubin Studies New Allied Checking Plan

Allied States Association's checking plan, said to be a radical departure from present checking methods in that it would substitute bonding and audits for physical presence of a checker, was being studied this week in New York by Dr. Isidore Lubin of Confidential Reports.

Lubin told SHOWMEN'S TRADE REVIEW that he had a conference with Col. H. H. Cole of Allied but that the plan had only been outlined to him at that time and that Col. Cole told him he did not have a copy of it with him but had submitted copies to the distributors who use Confidential Reports. The copy Lubin now has was sent him by a distributor.

An informed source, which favors the plan, said that "it might work and again it might not, since it is radically different." The source said that the only solution to checking in his opinion was to eliminate playing pictures on percentage.

Electronic Correction for Acoustical Faults

Theatre men who have to worry about acoustics and treat their houses with absorbents to take the echo out will have plain sailing in the future when the recent invention of Dr. Alfred N. Goldsmith, past president of the Society of Motion Picture Engineers, is commercially applied.

The invention, covered by patent, makes possible the use of electronics to eliminate echoes and other acoustical faults. It establishes electronic circuits that are capable of introducing synthetic reverberation to sound. These circuits can be incorporated in the theatre's amplifying equipment.

Present day tracks are recorded with normal reverberations. Played in an abnormally reverberant theatre, they sometimes sound "off" because the total reverberation is too great. By means of this electronic invention, "dead" studios could be used for recording and as much or as little reverberation induced as would be be required by the controls installed in the projection room. Thus the use of this apparatus in the theatre would—in conjunction with a "dead" sound track—accomplish the same effect as installing acoustical surfaces in defective auditoriums, Dr. Goldsmith claims.

The only bug: It costs too much to be practical right now.

Percentage Fraud Suits Filed in Maryland

First of what informed sources say will be a series of percentage fraud suits that will spread across the nation were filed in Maryland this week when major distributors entered 18 suits against four exhibitors in the federal district court of Baltimore.

The suits, in brief, charge that the exhibitors maintained incorrect records in order to pay less percentage to the distributors and ask for punitive damages in addition to recovery of the amounts said to have been lost through the allegedly false reports.

Involved are:

Loew's 20th Century-Fox, Universal, Columbia, Paramount, Warner Bros.—suing Morris and Benjamin Flaks who operates the Baltimore and Highland theatres.

Loew's, Universal, Warner Bros., United Artists, Paramount, 20th Century-Fox—suing Louis Tunick who operates the Baltimore Brooklyn and Patapsco theatres and the Arbutus Hollywood.

Loew's, 20th Century-Fox, Universal, Columbia, Paramount, Warner Bros.—suing W. J. Connel who operates the New theatres in Aberdeen and Elkton.

Abe Dickstein Named Assistant to Goldhar

Abe Dickstein moves into the post of assistant to Eastern United Artists Sales Manager Jack Goldhar on March 4, succeeding Phil Dow, who resigned to join Harry L. Gold in the Howard Hughes organization.

Dickstein, came to UA in 1933 and was raised recently to the post of assistant to Southern and Canadian Division Manager Edward M. Schnitzer after service as UA New York exchange office manager.

Bader Leaves 20th-Fox

Resignation of Dave Bader, for the past three years 20th Century-Fox trade press contact, to enter the 16-mm. industry, was announced this week by Charles Schlaifer, head of 20th-Fox's advertising-publicity-exploitation departments. Bader, whose resignation is effective immediately, is president of AMPA.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

THE THEATRE PASS, USE IT WISELY

By Jack Jackson

The pass list can be a factor of prime importance in promoting the right kind of goodwill or it can be merely a means of cheapening the theatre—it all depends on how the management of the individual theatre or theatres employs the gratuity for purposes of impressing people with the high honor bestowed when a complimentary ticket is issued to them. Here the subject of the pass and the know-how for making it serve the ends of good theatre management is discussed by a seasoned and accomplished showman who cites facts to prove his points.

How large is your annual pass list, Mr. Showman? How many trip passes are issued weekly to your theatre? How many of your employes have authority to sign passes? And, finally, how long is it since you gave the lists a thorough going over? The disbursement of trip passes should be carefully scrutinized every week and the annual list examined for deadwood at least semi-annually.

This writer does not agree with the many who consider the pass as a necessary evil of the theatre. The pass is very seldom necessary and only evil on occasions of our own making. I'd say that the theatre pass bears striking resemblance to the two-tempered gods of the Aztecs who were benign or beastly according to conditions existing within their respective domains. The pass can be—and frequently it is—the theatre's best friend. And, Janus-like, it can be—and still more frequently is—the theatre's worst enemy.

Indiscriminately distributed, the pass is a Frankenstein that eventually will turn upon and destroy its maker. But, adroitly handled and cautiously disbursed, it can build good will and patronage faster than Donald Duck can wiggle his feathered posterior. It all depends on how; to whom; and for what the pass is given.

There are circumstances where the promiscuous distribution of passes—for a limited period—bears promise of mediocre box-office returns, such as the inauguration of some new and unique policy; to welcome the mass employe roster of some new industry, etc., etc. But, even in such instances, careful study invariably will disclose that a well-planned paid advertising campaign will attain the desired goal, attract a better quality audience, protect the dignity and business prestige of the theatre and in addition, show a satisfying profit over and above its cost when compared to the revenue sacrificed through pass distribution.

Elevate the Theatre Pass

A pass is the highest favor it is possible for you to bestow on those who perform favors or render services that further the interests of the theatre. Its use to compensate for trivial service—or no service at all as is frequently the case—repudiates any implied expression of appreciation for major favors and relegates it to the undesirable category of trading stamps and box tops.

It is within your power to elevate your theatre pass to the point where its possession is a mark of distinction to be sought after and striven for—to be valued far above its intrinsic worth—as an honor bestowed only on persons of consequence in the community or those whose interest in the theatre has been proved beyond question. This can be accomplished by holding a tight rein on pass distribution and making any and all recipients of the gratuities fully aware of the fact that the favor conferred is really a personal invitation from you to spend a couple of hours in pleasant recreation as your guest. In this way you give the pass strong relationship to an invitation to play games at your club, be your guest at some pleasure resort, or enjoy other personal favors that everybody appreciates and remembers.

But, you can't do this if you allow the wife to give a handful to the butcher in return for a preferred cut of meat, nor if one of your employes is selling them at the poolroom six for a quarter, nor if you yourself are giving them by the dozen to the garbage man for emptying the trash cans. Remember I'm not talking about "kid" passes. Be as liberal as you wish with them for special shows—after all they are the coming adult patrons of your theatre and it pays to get them into the habit of theatre going—but even the kids should be made to earn their theatre admission.

I'd like to tell you a couple of actual experiences with passes:

Some years ago the writer took charge of a theatre where the previous management had been so liberal that passes were printed in different colors to enable the doorman to quickly determine whether they were good for two, four, six or eight people. No, I'm not kidding. It happened. The procedure was so contrary to sensible business practice that it required three weeks of confused reckoning to detect the reason for the discrepancy between business expectancy—judged by seats occupied—and cash receipts. To break this untenable situation it was necessary to discontinue all card distribution even for billing and other services that had been compensated with passes, and to have all pass holders interview the manager before admittance. The manager informed pass-holders of the new ownership and consequent repudiation of the former owner's gratuities but allowed all to be our guests for a full week. At the end of that time other theatres took over our prize billing and window card locations and we went on a cash advertising basis with street cars, etc. The result: for the first time in seven years the house went consistently in black ink and our competitors took over our red ink surplus to mark up their gained pass patronage from our prize window and billing locations.

Tell of 'Red' Weeks

That's not a "'wind" story, it's real and there are a couple of fellows who were managing the other houses that will get a laugh if they happen to read this, because they told me of their "red" weeks that followed the taking over of my pass commitments.

Another instance was the result of an observation we made from behind a screen door in a drug store when some employes

(*Continued on Page* 14)

Greet Your Patrons

The wise theatre manager makes it a point to be present in the lobby and foyer as frequently as possible to greet patrons. Continued absence implies a lack of personal interest, which many patrons resent. They like to be welcomed, and they'll go where they ARE welcomed.

THEATRE MANAGEMENT

Jackson Urges Special Care in Maintaining a Pass List

(*Continued from Page* 13)

of the advertising department of a newspaper were outside discussing what theatre to attend on one sunny Sunday. A decision was finally made to patronize my opposition, as they could get passes from me the next morning. That cured me and to this day I am tighter than a submarine turret door when it comes to giving passes to any department of a newspaper that charges me for the space I get. Go along with the editorial, composing room foreman and make-up man and, on occasion, the messenger boys, but never get so liberal that the circulation, ad department, bookkeepers, etc., can feel sure of free admittance.

You can't be too close with passes. Make sure that every single one is supercharged with a virus to start and spread a veritable epidemic of theatre prestige and goodwill. Try your very damnedest to keep them away from those undeserving or those inclined to be unappreciative of the courtesy extended. Go through the list frequently, very frequently, with a fine tooth comb and eliminate those who may have passed out of the positions that promised favor or prestige to your theatre. Gauge carefully the services rendered by EVERYBODY carrying a pass to your theatre and cancel those that don't hit the target. Think of the pass in terms of paid admissions and you will quickly realize how promiscuous distribution can immerse your p&l statement in red ink.

No Pad of Passes

Don't allow your publicity man to go forth with a full pad of passes when he starts after merchant cooperation. If there is no advantage to be gained by the merchant in return for the money or effort he expends you're far better off leaving him and his business out of your exploitation and advertising contemplations. But, if the effort promises return to him in prestige, added business or institutional promotion, he is indubitably indebted to you for the idea and the cooperative effort or expense you put forth in pushing his business into the public eye. Why on earth should you pay anybody anything for the privilege of pushing patrons through their doorways? Remember that your theatre dispenses glamor and that glamor is the most intriguing and magnetic element in the intricate composite of "things" that go to make up the modern successful merchandising formula. Careful study of the story, stars, scenery, continuity, costumes, etc., will reveal numberless opportunities where local merchants or professional men can benefit by getting their commercial effort firmly hitched to angles illustrated in your film. Such indirect advertising is acknowledged to be the most desirable and productive approach to public favor. Why pay—in passes or accessories—those whom you permit to make use of your valued cooperation? I mean that paraphrased insert, too. Don't give away the accessories used—make the cooperator pay for stills, cards, etc. Such procedure adds dignity and heightens the value of theatre tieups.

Two kinds of passes are desirable in any theatre. One, the free pass, for use only in preferred instances and the other, the service charge pass, for general theatre courtesies. The difference is that you actually pay the holder of the "free" pass for attending your theatre. You pay in accounting, printing costs, handling cost and other incidental expense that mount to a sizable figure when computed on a quantity basis. The "service charge" pass reimburses you the actual expense plus a fraction of the cost of "expense-per-patron" handling. Big companies allocate the "service charge" revenue to employes welfare and other special accounts, and you'd be surprised at the staggering totals they aggregate. Try the "service charge" pass on the cadgers and undesirables. It pays!

Any treatise on the pass situation would be sorely incomplete without proper consideration being given that annoying, embarrassing nuisance, the gate crashers—those neighbors who occupy the adjoining stores, or the one across the street. These people are not content with making their living and swelling their bank accounts with the patronage brought to their doors by the theatre. They consider themselves—for some unknown reason—as privileged characters entitled to make free use of your facilities for themselves and their families—and often their employes—at any and all times with only signal acknowledgement of the existence of the cashier and box-office. These are die-hards and difficult to handle because of the intimacy of relationship and the proximity of effort. But, it can be done and the following "true" incident will illustrate an effective and proved procedure:

A druggist occupying space adjoining, and with entry into, a theatre lobby, developed the habit of using theatre facilities at will for members of his family. He just brought them to the door and passed them through. The theatre man, growing tired of being imposed upon, retaliated by visiting the drug store during the owner's absence, taking various articles of merchandise off the shelves and casually calling attention of the clerks to his act. At the end of the month the druggist sent a bill which the theatre man ignored and when pressed for settlement he expressed annoyance and surprise. When he explained that he considered "turnabout fair play" and that he was engaging in no practice that the druggist had not consistently indulged in at theatre's expense, the druggist apologized and the practice stopped. Just try taking a hamburger or a shirt or a chair from the establishment of those presumptuous neighbors and see how quickly you can shock them into a consciousness of their unfairness.

Don't Give Theatre Away

Quit giving your theatre, its attractions, its prestige, its dignity away. Make every merchant in the entire community aware of the fact that your theatre is the magnet that draws the folks past their windows and into their establishments. Let them know that without you and your business the flow of traffic would be in another direction and that their sales and profits would suffer accordingly. Make them understand that in lending cooperative effort to the theatre they are only helping to make their own cash register ring and that effort on your part, beyond the formality of acquainting them with the "know-how" of cashing in on the magnetism of your attractions, should not be necessary or expected.

Put those passes 'way up high where they can only be reached by the people of great community stature. If you don't believe that your merchandise is worth the price of admission, close your doors and get out of theatre business. You can't expect to enjoy the respect and goodwill of the people who make your effort profitable by paying their way when you engage in the pernicious practice of making "fish of one and fowl of another" for reasons that lack full business justification.

Remember, the theatre pass—like the amorous embrace of a woman—is valued more highly and pursued more avidly when it is difficult to obtain. The moment it is easy to get it loses its appeal and becomes a menace to the giver.

Makes Kids Sing!

Getting local boys and girls from the audience to become song leaders during the running of song reels is really building up mass kiddie business for Ben Cantor, Belgrade Theatre, Philadelphia. By giving prizes to best performances of the song leaders, Cantor has all of the kids in the neighborhood clamoring for a chance to get up there to lead the gang. Reaction thus far has been more than just "terrific," with Cantor thinking up new gags to build the stunt to even greater heights of enthusiastic participation. Columbia's song reels are used to get the kids into vociferous action.—PH.

THE BOX OFFICE SLANT

California Gold Rush

Republic Western 60 mins.

AUDIENCE SLANT: (Family) Will continue to please the host of Red Ryder fans with its action and well-paced tempo.

BOX-OFFICE SLANT: Wild Bill Elliott built up a top name as the lead in the Red Ryder series, and with the other well known characters should really pack 'em in for this one.

Cast: Wild Bill Elliott, Bobby Blake, Alice Fleming, Peggy Stewart, Russell Simpson, Dick Curtis, Joel Friedkin, Kenne Duncan, Tom London. Credits: Producer, Sidney Picker. Director, R. G. Springsteen. Photography, William Bradford. Screenplay, Bob Williams.

Plot: During the California gold rush days, a thriving pioneer town is being threatened by outlaws who hold up the stagecoaches. The Duchess sends for Red Ryder to stop the desperadoes, but her message is intercepted by the hotel keeper, who is actually the leader of the gang and who wants to own the stagecoach line. Eventually, Red saves the line, apprehends the culprits and establishes peace in the community.

Comment: This was the last Red Ryder made by Wild Bill Elliott before Republic changed him to bigger and better things, and substituted Allen Lane for the role. Elliott does a bang-up job in his final portrayal of the popular characterization, taken from the comic strip. His voice registers well, and he carries himself like a Western hero should. Bobby Blake is excellent as his little Indian pal, "Little Beaver," and Alice Fleming continues to supply the "Duchess" role with sincerity of acting not usually found in Westerns. A surprisingly good job is turned in by Dick Curtis as the harmonica-playing villain; he gives the role a new twist, by underplaying it a bit instead of overdoing the idea. Photography is good and the direction keeps the pace of the picture at the rapid tempo a Western must have.

Little Giant

Universal Comedy 91 mins.

AUDIENCE SLANT: (Family) Presenting a new Costello who will not only entertain those who have enjoyed him before, but will also win him many new fans.

BOX-OFFICE SLANT: On a par with many of the better Abbott & Costello offerings.

Cast: Bud Abbott, Lou Costello, Brenda Joyce, Jacqueline De Wit, George Cleveland, Elena Verdugo, Mary Gordon, Pierre Watkin, Donald MacBride, Victor Kilian, Margaret Dumont, George Chandler, Beatrice Gray. Credits: Directed by William A. Seiter. Original story by Paul Jarrico and Richard Collins. Screenplay by Walter De Leon. Photography, Charles Van Enger. Produced by Joe Gershenson.

Plot: Costello, a country boy, takes a correspondence course in salesmanship and then goes to a big city to prove his ability. Needless to say, he gets into trouble quite often, but ends up by proving his worth.

Comment: This is not the usual slapstick comedy one expects to find in an Abbott & Costello picture. But that doesn't mean that there isn't plenty of comedy, for there is lots of it, this time in a quieter form of entertainment without the wild, hysterical goings-on that usually accompany A&C's appearances on the screen. Here Costello plays the part of a correspondence school salesman and proves himself not only a capable performer but a fine comedian. His fans will enjoy his work in this picture. Story is quite a departure from the format used in their previous offerings, for Costello plays it straight, and there isn't any of the customary by-play between himself and Abbott. Even those theatregoers who are not Abbott & Costello fans will find plenty to entertain them in this one, for they'll get many laughs out of the screwy situations in which Costello becomes involved. Abbott plays a dual role very capably, and in the balance of the cast Brenda Joyce, Jacqueline De Wit, Elena Verdugo, Mary Gordon and George Cleveland turn in worthy contributions. William Seiter deserves top credit for the excellence of his direction and Joe Gershenson, who produced, for the choice of the material and other production values.

Legion of Decency Ratings

(For Week Ending March 2, 1946)

SUITABLE FOR GENERAL PATRONAGE

Battle for Music

SUITABLE FOR ADULTS ONLY

The Little Giant — Notorious Lone Wolf

A Yank in London — Allotment Wives

OBJECTIONABLE IN PART

Three Strangers

Meet Me on Broadway

Columbia Musical Comedy 78 mins.

AUDIENCE SLANT: (Family) A fairly entertaining picture that will please the average audience, if it is not too critical.

BOX-OFFICE SLANT: Marjorie Reynolds has to carry the "name" burden on this one, and she isn't quite strong enough. Will satisfy on double bills.

Cast: Marjorie Reynolds, Fred Brady, Jinx Falkenburg, Loren Tindall, Spring Byington, Gene Lockhart, Allen Jenkins, William Forrest, Jack Rice. Credits: Producer, Burt Kelly. Director, Leigh Jason. Photography, Burnett Guffey. Screenplay by George Bricker and Jack Henley from an original story by George Bricker.

Plot: A young Broadwayite, aspiring to be a producer, gets a chance to stay out of the poorhouse when a small town country club engages him to supervise a charity show. He ropes in a pal and his unsuspecting girl. Complications arise when the girl gets angry at the deception, and apparently falls for a local swain. It looks bad for all concerned, but things are righted in the end.

Comment: There is nothing in this offering to lift it above the average musical. The music is fair and the dance numbers are routine, with a surprising dominance of male dancers. The story embraces the same old group of cliches. Marjorie Reynolds performs capably. Fred Brady is okay as the aspiring producer and Allen Jenkins turns in the best performance of all with his usual workmanlike portrayal of a dumb but good-hearted sidekick to Brady. Jinx Falkenburg has little to do other than look lovely. Gene Lockhart seems like he would be more at home as a low villain, such as his most successful roles have been, and is not at his best in his part of the small town rich man. Photography is good and the direction provides neat pace.

Junior Prom

Monogram Musical 69 mins.

AUDIENCE SLANT: (Family) First in a series of Teen-Age pictures, this provides ample entertainment for the jive and jitterbug audience.

BOX-OFFICE SLANT: Will make a satisfactory second feature in any spot, and worthy of a top spot in situations that draw the teen-age crowd.

Cast: Freddie Stewart, June Preisser, Judy Clark, Noel Neill, Jackie Moran, Frankie Darro, Warren Mills, Murray Davis, Mira McKinney, Belle Mitchell, Milt Kibbee, Sam Flint, Charles Evans, Hank Henry, Abe Lyman and his Orchestra, Eddie Heywood and his Orchestra, Harry (the Hipster) Gibson, The Airliners. Credits: Produced by Sam Katzman. Directed by Arthur Dreifuss. Photography, Ira Morgan. Original story and screenplay by Erna Lazarus and Hal Collins.

Plot: Trouble starts when two boys are nominated to run for president of the Student Body at the High School and one youngster's father announces that he will withdraw his annual contribution unless his boy is elected. This not only divides the school kids but in one family raises trouble among three sisters. The principal naturally refuses to follow the rich man's request and announces that the best man will win, which he does when the other boy is chosen for president.

Comment: With Freddie Stewart, a singer who has created a following through his records, in the leading role, lots of jive and jitterbug entertainment, the music of Abe Lyman and his Orchestra and Eddie Heywood giving his special rendition of Loch Lomond, this picture is apparently in the groove for teen-age youngsters. It is the first of a series of Teen-Age pictures planned by Producer Sam Katzman who has incorporated into it all the characters and incidents needed to attract and entertain that following. And for that reason, although there is very little story, it should make a very satisfactory second feature or even topper in the situations that draw the Teen-Age crowd. Besides Stewart's pleasing presentation of several songs, there are a few sung by Judy Clark. June Preisser offers some more of her acrobatic dancing, and Harry (the Hipster) Gibson offers a jive number called Keep the Beat. Cast is capable throughout, with Murray Davis accounting for quite a few laughs with his comedy routines and Hank Henry adding some entertaining moments in his role. Katzman and his associate producer, Maurice Duke, have given the picture good production values, and Arthur Dreifuss with his direction has spotted the song and dance numbers well and made the youngsters such typical high-school kids that the film holds an appeal for the grown-ups too.

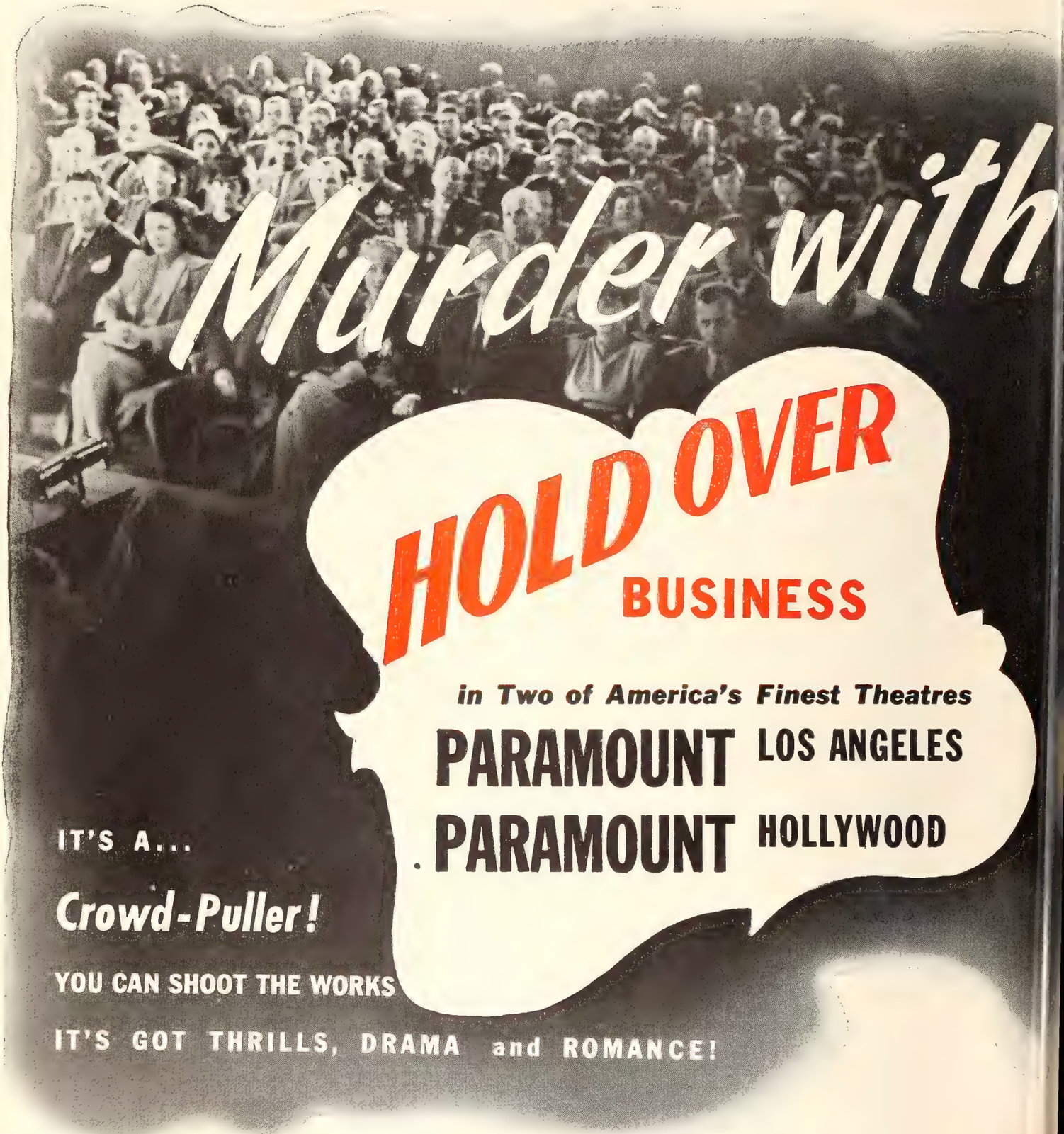
From This Day Forward

RKO Radio Drama 95 mins.

AUDIENCE SLANT: (Adult) This is excellent entertainment for everyone. Being the story of a love that overcame all obstacles, it has a strong appeal for the feminine trade, but the men will also enjoy it. Mark Stevens, a newcomer, looks like a swell bet for stardom.

BOX-OFFICE SLANT: With the Joan Fontaine name for marquee draw, your advance exploitation built around the theme

(*Continued on Page 22*)



MURDER IN THE

A REPUBLIC PICTURE



t rring VERA HRUBA RALSTON · WILLIAM MARSHALL

E N WALKER · NANCY KELLY · WILLIAM GARGAN featuring ANN RUTHERFORD · JULIE BISHOP · JEROME COWAN · JACK LaRUE

er by JOHN ENGLISH · Screen Play by FRANCES HYLAND and LASZLO GOROG · Original Story by ARNOLD PHILLIPS and MARIA MATRAY · Associate Producer HERMAN MILLAKOWSKY

SELLING THE PICTURE

Advance Screenings Hypo 'Forest' in New England

Advance screenings for local celebrities and leaders of civic and religious groups in New England cities gave initial impetus to several successful openings in that territory to PRC's "The Enchanted Forest."

Screenings were started in Waterbury, Conn., one week before the film opened at the Strand Theatre there, with Manager Paul Klinger inviting Parent-Teacher Association representatives, women's clubs and newspaper executives. Sixty-five nuns also were given special permission by their superiors to attend the showing. The screening resulted in almost a full-column story in the Waterbury *Democrat* headed: "New PRC Film Draws Praise From 65 Nuns." Every school in the city was placarded by the Parent-Teacher groups with cards urging attendance at the film and women's clubs rallied their membership to attend.

Newspaper as Sponsor

In Rochester, where the picture played the Century, the advance screening was taken over by Publisher Frank Gannett through the efforts of RKO City Manager Jay Golden and Century Theatre Manager Arthur Krolick. Gannett rented the Rochester Club's private projection room for the screening and invited civic leaders, heads of the school system and executives and reporters from his two local papers, the *Democrat & Chronicle* and the *Times-Union*. A large portion of the audience consisted of representatives of parochial schools and church groups who publicized the picture in mailings and on bulletin boards.

Following the Rochester screening Krolick set up a city-wide cooperative campaign which included teaser trailers at other first-run houses; co-op ads from Sears Roebuck and other stores; window displays in a dozen stores; 250 window cards; tack cards on newsstands in town and special heralds distributed at skating rinks and restaurants.

At the special request of Father Randall, head of the parochial school system in Rochester, an additional screening was set for the first Saturday of the film's run for 500 nuns and priests whose duties precluded their attending at any other time. This screening and the publicity resulting from it helped the latter part of the engagement materially.

Newspaper space was generous, with art and stories published daily for a week in advance of opening and with editorials following the opening.

The Buffalo engagement of the film at the Lafayette Theatre also was started off with an advance screening for publishers and reporters from local newspapers, women's clubs and Parent-Teacher group representatives, public and parochial school officials and representatives of the Parks Commission. Resulting newspaper publicity was gratifying.

Local exploitation set by Lafayette Manager George McKenna and Publicity Manager Bill Brereton included 22 illuminated 24-sheet stands; special process cards on all local taxicabs and in windows and banners on all local news delivery trucks.

'Tarzan' Ad Campaign In Adventure Magazines

Reaching into the field of popular priced magazines not usually covered by motion pictures, RKO Radio's national ad campaign on Sol Lesser's "Tarzan and the Leopard Woman" gets under way this month with a combined circulation of 15,000,000.

S. Barret McCormick, director of advertising and publicity, has selected media with appeal to adventure fans as shown by the following list which, in addition to *Liberty, Look, Argosy* and *Pic* includes *Black Mask, Daredevil,* 44 *Western, New Detective, Big Book Western, Love Book, Love Novels, Detective Tales, Rangeland Romances, Star Western,* 10 *Story Western, Adventure, Love Short Stories, New Western, Romance, Ace High Western, Sports Novels, Dime Mystery, Dime Western,* 15 *Western Tales, Dime Detective, Railroad, New Love, Famous Fantastic, All Story Love, Shadow, Western Story* and others.



HATS GO CRAZIER. This is a scene from the "Goofy Hat Parade" at the Oriental Theatre, Chicago, staged in connection with the showing there of the Golden-United Artists production, "Breakfast in Hollywood." The parade was followed by a contest for the Goofiest Hat and women showed such intense interest in the event that they stormed the theatre requiring the assignment of special police patrols to maintain order in the theatre and at the doors.

'Forever' Gets Big Air-Wave Buildup

The concentrated effort given to national radio exploitation on International's "Tomorrow Is Forever" has resulted in several national radio contests, interviews with some of the film's stars and the playing of its theme song music by live orchestras and through recordings on disc jockey programs, according to S. Barret McCormick, advertising and publicity director of RKO Radio, which releases the picture.

The Ladies Be Seated program broadcast nationally via ABC picked one married couple from the Chicago audience, where the program originates, for a visit to New York City to attend the Broadway premiere of the picture. The same show sent the best "singing housewife" on a Hollywood all-expenses-paid trip, paid for by International.

A two-week contest on the NBC Maggie McNellis program offered 100 copies of the novel from which "Tomorrow Is Forever" is derived and 100 records of the theme song of that name for the best letters on "Why I would like to see the picture before reading the book" and "Why I would like to read the book before seeing the picture." In addition WNEW, New York, a 50,000 watt station, donated 14 spot announcements promoting a letter writing contest on "Why I would prefer to see 'Tomorrow Is Forever' at a private screening" with 20 winners selected to be guests at a private showing of the film at RKO Radio's home office. A line was carried to the projection room from the radio station with winners interviewed as to their reaction. Mutual Broadcasting System dubbed a record of Claudette Colbert from the sound track of the film on its audience participation "Guess Who" program, followed by an announcement of the film's New York premiere playdate.

Interviews included Claudette Colbert on the Kate Smith CBS national show and the same star on the Elsa Maxwell Mutual coast-to-coast show, the latter with Orson Welles. Natalie Wood, six-year old featured player was interviewed by Martha Deane, Maggie McNellis and Alma Kitchell, all national shows, prior to the New York opening.

MGM Show Builder Units Being Readied for Road

Two MGM Show Builder Units soon will start tours of small town situations in the New Orleans and Cincinnati territories as a sort of experiment to see what advantages small town theatre owners have taken of suggestions previously made by other MGM field representatives, according to William R. Ferguson, director of exploitation, who is now mapping out the itineraries.

Mark Jenkins, who has been touring the Dallas area with Show Builder No. 1 will be in charge of the visit to New Orleans with his unit which is now being remodeled and repainted for the trip. Norman Linz will be in charge of the second unit, now being readied for the tour through the Cincinnati territory. Ken Prickett formerly was in charge of this unit which has been off the road for five years and had covered a number of small towns. During Linz's second trip through the same territory he will contribute new ideas and make a check on those previously given to exhibitors by Prickett.



She's dancing your way!

CINDERELLA JONES

It's got those rapturous two from "RHAPSODY IN BLUE"

JOAN LESLIE • ROBERT ALDA

with EDWARD EVERETT HORTON — JULIE BISHOP — WILLIAM PRINCE

Screen Play by Charles Hoffman • From a Story by Philip Wylie

Directed by BUSBY BERKELEY • Produced by ALEX GOTTLIEB



and S.Z. SAKALL

Warner Picture!!!

SELLING THE PICTURE

Money Dates for April

For the greater part of April—that is, up to and including the twentieth—you'll still be in the throes of Lent, but that's no sign for you to let down in the booking of quality attractions or in your program of showmanship activities. Spring, which got under way in March (on the calendar, at least) will be making itself more keenly felt, with the result that many people will be taking to the great outdoors after hibernating in their homes and apartments all winter. It will be up to you to take their minds off the balmy weather (and April showers, when they occur will help you) by arranging a "Festival of Spring Hits" for the month. Pick the most outstanding hits available. Send a calendar of the attractions to your mailing list. Display a huge "calendar" board in the lobby. Biggest day of the month, of course, is Easter, and you should make every effort to make that day, and those which follow, big box-office days for your theatre.

National Observance Periods

APRIL 1: APRIL FOOL'S DAY. Although not strictly observed as a holiday, this day affords many people a lot of fun making fools of others, provided the others are off guard. You could stage an April Fool Matinee or Midnight Show designed for laughing purposes only. Ushers could insist on patrons doing the ushering. Subjects could, at first, be projected upside down. The janitor and his assistants could begin their cleaning tasks during the performance. In fact, anything could happen, and the more gags you use—clean, wholesome, fun-packed gags—the better time your patrons will have. Be sure to let them know in advance that crazy things will take place, that the show will be entirely in the spirit of good, clean fun.

APRIL 6: ARMY DAY—U. S. ENTERED WORLD WAR I, 1917. Honor local heroes of both World Wars I and II. If there is Army equipment near you, perhaps you could arrange to have it displayed in the lobby or in front of the theatre. If there are any community observances of the occasion, be sure your theatre is represented.

APRIL 14: PALM SUNDAY. With Easter just a week away, your activities for that day should be pretty well lined up.

APRIL 21: EASTER. Twice the space possible here for the purpose would be necessary to list all the available activities for this day. Suffice it to say that the following suggestions should help you get started on many additional stunts to make Easter a real money date. Get the newspaper and a number of merchants to sponsor a Big Easter Egg Hunt at the city park. Hide the eggs (hard-boiled and dyed in many bright colors) in various sections of the park. Have the kiddies gather at a specific spot, then at the signal "go," let them begin their lively scramble. Prizes donated by merchants should be awarded the winners. Following the egg hunt, hold a matinee at your theatre. Good gift for each child: a small nest of candy Easter eggs, promoted from a local confectionery shop. (The shortage of sugar may put a crimp in this stunt; therefore, in its place, you may be able to promote little toy rabbits or other Eastertide novelties as prizes.) Two or three days in advance of Easter hold a Flower Matinee, with local women collecting flowers brought by patrons. These flowers could be given to such institutions as the Old Folks' Home, the orphanage, etc. If your Easter Week attraction features a feminine star, you might run a contest in the paper which requires the contestant to sketch a bonnet for the star. Photo or sketch of the star should be cut off at the forehead, and there should be ample space for the contestant to draw the bonnet. For the best sketch, winner would receive a hat donated by a local millinery shop. Still on the Eastern bonnet theme: With the cooperation of a department store, why not conduct a search for the funniest, old-fashioned, outmoded Easter bonnet? Hats are brought to a store booth, where contestants register them. Then a special committee chooses the dozen or so funniest, and the store displays them in the window. You and the store management can "get together" on the prizes. Stage a flower contest for Easter Week, offering prizes for the best home-grown plants or flowers cultivated by amateurs. Flowers should be attractively arranged in the lobby, with code-number tags attached to each. A committee of judges (local florists) select the winners. Comparison of code numbers with names of entrants will determine identities of the winners. Incidentally, an enterprising florist should be eager to cooperate with you in arranging a floral display in your lobby for the Easter season. Tie in with dry-cleaning establishments by having "spruce up" messages imprinted on garment bags. Using stills of the stars of your Easter Week attractions, arrange window displays with this sort of approach: "Dress as smartly as (name of star) . . . and you'll be the stand-out attraction of the Easter Parade." Tie up with transportation companies to carry signs something like this: "If you can't drive your car, if you want to save your shoes, board a car and ride downtown . . . and see the Easter Parade in comfort . . . then continue your 'sit-down strike' in a comfortable seat at the Blank Theatre." Win goodwill by donating your theatre for a community church service. Let patrons check their purchases in your lobby during the fortnight preceding Easter. Use Easter symbols, such as baby chicks, rabbits, colored eggs for the backgrounds of your lobby displays. Your cut-outs, shadow-boxes and still boards might be built in the form of bunnies and Easter eggs. The foregoing ideas are only a beginning—you take it from here, and good luck!

Special Tieup Opportunties

APRIL 7-13: NATIONAL BE-KIND-TO-ANIMALS WEEK. Sometime during this week stage a pet parade for the kiddies, and offer a prize for the best-looking cats and dogs, the best trick-performing animals, the most amusing, etc. Perhaps you could get an official of the Society for the Prevention of Cruelty to Animals to appear on your stage nightly and urge people to treat their pets and animals humanely. If there are a goodly number of horse-drawn vehicles in your community, you might announce that an unknown person will keep tab on people driving horses, on people who own dogs and other pets, and that those found treating their pets most humanely will be awarded a pass to your theatre. Be sure to point out, however, that not all kind owners will receive passes—only those observed by your special observer. You might tie up with stores handling foods and merchandise for pet animals.

APRIL 24: FIRST NEWSPAPER, BOSTON NEWS LETTER, PUBLISHED 1704. Here's an opportunity to do a good turn for your newspaper. Arrange a lobby display that will show the advances made in the gathering and dissemination of news; that will also show the important part the newspaper plays in keeping local citizenry informed. Teletype machines, sample slugs of type, examples of stories from the original copy to the galley might also be shown.

ARIL 27: MORSE, INVENTOR OF TELEGRAPHY, BORN 1791. Local telegraph company might display old and new forms of telegraphic communication in your lobby. Attendant might demonstrate the Morse code, giving a message about a coming attraction in code, then deciphering it for patrons.

APRIL 27: AUDUBON, NATURALIST, BORN 1780. Tie up with schools for the best drawings of wild animals and birds to be displayed at your theatre. Offer prizes for the best essays on Audubon.

Sectional Observances

April 1-7: Conservation Week (in several States).

April 19: Patriot's Day (Maine and Massachusetts).

April 26: Confederate Memorial Day in Alabama, Florida, Georgia and Mississippi.

Anniversaries:

April 2: First U. S. Mint, est. 1792.

April 4: Beginning of commercial transmission of pictures by wire, 1925.

April 6: Peary discovered North Pole, 1909.

April 7: Metropolitan Opera House, N. Y., opened 1880.

April 8: Ponce de Leon landed in Florida at St. Augustine, in search of the Fountain of Youth, 1513.

April 9: Fall of Bataan, 1942.

April 12: Franklin Delano Roosevelt, only fourth term President in history of United States, died at Warm Springs, Ga., 1945.

April 19: U. S. off gold standard, 1933.

April 21: Spanish-American War, begun 1898.

April 28: Maryland entered Union, 1788.

April 30: Washington inaugurated first President, 1789.

Search For 'Doll Face' In Great Lakes Area

Opening guns in the Great Lakes region exploitation campaign for 20th Century-Fox's "Doll Face" were simultaneous searches for a "Doll Face of Detroit" and a "Doll Face of Milwaukee," based on contestants' appearance and singing ability. Recordings of the finalists in each city will be made in Detroit and together with photographs they will be forwarded to Ted Weems in Chicago, who will select the winner.

Exploiteers Jay Frank, Al Winston and Virginia Seguin, for 20th-Fox worked with Dave Idzal and Bette Smith of the Fox Theatre to arrange for Detroit's powerful WWJ to carry six announcements daily during the "Doll Face" search, in addition to which the station also is sponsoring a fifteen-minute daily musical show featuring music from the film.

Winner to Guest Star

Detroit's "Doll Face" will be guest star with Ted Weems and his Orchestra in the Boulevard Room of Chicago's Stevens Hotel and will appear with Weems for two weeks during which period she will be aired locally and nationally with the orchestra, singing music from "Doll Face."

Newspapers in Detroit and Chicago are featuring photographs of the contestants daily with additional space assured when the final winner is announced.

The Milwaukee "Doll Face" search closely parallels the Detroit campaign with radio station WEMP of that city conducting the contest with the winner to receive a week's engagement at the Schroeder Hotel. Milwaukee's *Sentinel* and *Journal* are cooperating with Jack Stamaton of the Fox Theatres with daily coverage of the event.

Figure Portraits to Aid In 'Brooklyn' Selling

Samuel Goldwyn has engaged Merlin, noted painter of girls, to do full-length figure portraits of Virginia Mayo, Vera-Ellen and the six Goldwyn Girls who will be sent to New York shortly to exploit "The Kid From Brooklyn."

The girls will be pictured in their costumes from the Danny Kaye musical, the portraits to be used in ads and blown to twelve-foot size for display at the Astor opening of the film.



EXCITING EXPLOITATION. One of the highlights of the campaign essayed by MGM, under direction of Bill Ferguson, exploitation director, for the showing of "The Last Chance" in New York City's Criterion Theatre was the promotion of two walkie-talkies, handled by an attractive young couple on Broadway. Persons interviewed were asked "Last Chance" questions, with tickets to see the film going to those answering correctly.

SELLING THE PICTURE

Phone Salesmanship

When moviegoers of Lexington, Ky., called Schine's Kentucky Theatre for the time schedule, the cashier gave them the information and then quickly volunteered "Please don't forget that MGM's 'Our Vines Have Tender Grapes' is opening here Sunday."

Reporter As Prince In 'Cinderella' Contest

An additionally valuable twist to the Search for Cinderella Contest being conducted in several key cities in connection with Warners' "Cinderella Jones" was effected in Stamford, Conn., where a newspaper reporter was enlisted to serve as the Prince Charming who was to judge which girl's foot most nearly fitted the glass slipper provided by Warners to exploit the film's playdate at the Stamford Theatre.

The glass slipper used in the contest was placed on display in Spelke's Shoe Store about ten days in advance of the picture's opening with both radio and newspapers cooperating in publicizing the fact that a Warner representative was in town looking for the Cinderella with a foot small enough to fit the magic slipper.

Newspaper advertising copy used by the shoe store invited girls of the community to come to the store and try on the glass slipper. About ten merchants joined in a newspaper ad announcing the contest and naming the gifts.

Fine Cooperation Benefits Brotherhood Youth Show

Cooperation of all sections of the community, churches, business, civic, patriotic and schools was obtained for the Brotherhood Youth Show held at the Skouras Roosevelt Theatre, Flushing, on Washington's Birthday, during community observance of American Brotherhood Week.

Local merchants donated four $25 Victory bonds as prizes for a poster and skit contest on the Brotherhood slogan theme, "Teamwork in Peace as in War," which were awarded at the show. Another friend of the theatre, head of a printing firm, donated 2000 hard tickets for distribution to students, and 8000 heralds for distribution to theatre patrons. Literature was displayed in the lobby and also distributed to churches and schools. The show and contest were mentioned in school assemblies and church bulletins, and heralds were displayed in public libraries and stores. Local newspapers gave generous space in their news columns and took pictures.

An adult general committee representative of community leaders was headed by Supreme Court Justice Charles S. Colden as honorary chairman and Mrs. Dorothea Pincus of Bayside High School as chairman. A Youth Committee composed of students from high schools and grade schools was organized. Both committees held regular meetings at the theatre and reported on progress of plans for promoting the show. Trailers on the screen carried details to patrons and hard tickets were given out at the box-office to students and other applicants.

A jury of leading artists, including Vincent Trotta, art director of National Screen; E. C. Gaylor, vice-president and general manager of the Morgan Lithograph Company of Cleveland and New York; G. E. R. Michelson, and Harold P. Newhouse of a Long Island newspaper publishing chain, selected the winning posters and clubwomen noted for their cultural activities selected the winning skit which was performed on the stage and witnessed by two Hollywood talent scouts. Winners were photographed with the judges, and poster award winners received offers of jobs on their graduation this year, so high was the standard of their work.

The Brotherhood Youth Show drew a capacity attendance of 1800 young people and adults and was held in a patriotic setting. Hand-carved and painted panels of American historic subjects, the work of Mrs. Florence Lake, local artist, decorated the theatre lobby. Local American Legion posts provided the color guard and a Son of the American Legion led in the Pledge of Allegiance at the opening patriotic exercises. The youth leaders had charge of the stage activities, Flushing High School presenting a historic playlet. Local merchants were on stage to present the bond prizes to the winners in person. Louis Effret, New York sports writer, and Ray Flaherty, New York Yankees, addressed the young people.

Climax of the show was the taking of the American Brotherhood pledge by the audience, led by Miss Mildred A. FitzGibbons, manager of the theatre, who organized and promoted the Youth Brotherhood Show and campaign.





STARTLING AND UNUSUAL. The two ads shown here in reduced size are part of the campaign essayed by Manager Larry R. Levy and his assistant, Karl Fasick of Loew's Colonial Theatre, Reading, on David O. Selznick's "Spellbound," a United Artist's release. The teaser ad at the left is a fine example of how good white space can be used to dominate newspaper pages. The illustration was lifted right out of the press book and the line extending from the illustration to the hand-drawn text is a startling addition. The cooperative ad, right, is unusual in that it inspires the question, "If Patricia could gain so much from the hearing aid, why not me?" with the added idea that it would be much easier to enjoy "Spellbound" under such conditions.

4948 Entries in Saunders' Contest on 'Spellbound'

Four thousand nine hundred and forty-eight entries in an exploitation contest to promote "Spellbound" were announced this week by Matt L. Saunders, manager of Loew's Poli at Bridgeport, Conn.

As explained in last week's SHOWMEN'S TRADE REVIEW, Saunders' stunt was to have the Bridgeport *Post* run a series of four two-column cuts showing scenes on four consecutive days preceding the local premiere of "Spellbound." Contestants were to identify the names of the pictures and tell in their own words the types of roles Miss Bergman portrayed. Prizes were a pair of nylons each day for the best answer and a pair of guest tickets for the second best answers.

Bobby-Sox Jamboree Set by Gerry Wollaston

Plans have been announced for a Bobby-Sox Jamboree on March 20 at the State Theatre, Harrisburg, when a greater Harrisburg championship jitterbug competition, a program by a popular orchestra and a preview of a musical film are scheduled.

Gerry Wollaston, State manager, has announced the event, and has opened registration for the contest. The top team of hep-cat dancers from each high school in the area will vie for cash awards and other honors. Red McCarthy and his 17 Jive Bombers will furnish the musical background for the stage revue, and Wollaston is angling now for a Hollywood musical for the evening.—HA.

SELLING THE PICTURE

Girl Scout Week Offers Theatremen Opportunity to Offset Lenten Slump

Of prime interest to showmen is the imminence of Girl Scout Anniversary Week, March 12-18. Activities expended in tieing theatres in with this national celebration will do much to offset the usual slump almost universally experienced during the early part of the Lenten season.

Girl Scout Anniversary Week this year marks the 34th year of the organization's existence, and activities of the enrolled million girls between the ages of 7 to 18 years will center around celebrations in observance of its founding.

The importance of close cooperation between theatres and groups of this kind cannot be overemphasized in connection with the efforts of theatremen to institutionalize their theatres. In this case, the Girl Scout organization is recognized officially as the largest of its kind, and because of its size and growing strength, is of enormous potential value in activities other than the forthcoming celebration.

Group Organization Valuable

It is not necessary to point out to experienced showmen the value of having an organized group of enthusiastic youngsters in friendly camaraderie with the theatre. Their adult leaders usually are leaders in other civic endeavor and more often than not will be eager to cooperate with plans of theatremen to center the activities of at least a part of the week's celebration in the theatre itself, thus establishing the house again as the center of each city's social life. This may not be true of the deluxe operation in key cities, but it definitely is true of the neighborhood house.

Plans for the Girl Scout Anniversary Week include a particular kind of activity for each day of the week and have been announced to include Girl Scout Sunday, Homemaking Day, Health and Safety Day, International Friendship Day, Arts and Crafts Day, Out-of-Doors Day, and Citizenship Day. These special days, alone, should suggest unlimited tie-up ideas by which the theatre can become a central part of the activities.

Arts and Crafts Day, for instance, might be focused upon by showmen sponsoring a contest for the best this-or-that made by the youngsters, with all entries in the contest to be displayed in the foyer, on the mezzanine or some conspicuous spot in the theatre. Showmen have proved in the past that exhibits of this kind have definite drawing power among friends and relatives of the entrants.

A statement from Girl Scout headquarters in New York reveals the information that Girl Scout Councils exist in every state and also in Alaska, Puerto Rico, the Canal Zone, Hawaii and the Philippines. A perusal of the telephone book in each locality under the heading "Girl Scout Council" will reveal whether or not a branch of the organization exists in the towns and cities of interested showmen. Headquarters also states that photographic and other material for lobby displays are available from local sources.



JUDICIAL. Final phases in judging winners of RKO Radio's recent "Falcon in San Francisco" contest is discussed by S. Barret McCormick, director of advertising and publicity (seated, right), with Arthur Brilant, special division features manager, and Charles Solomen, advertising manager American Safety Razor Corp., sponsors of the "Falcon" radio show. Standing are Hal Coulter of Mutual Broadcasting, and Lou D. Straus of the razor company.

New Field Assignments Made by Blumenstock

New assignments in the Warner Bros. field publicity staff have been announced by Mort Blumenstock, vice-president in charge of advertising and publicity, including the addition to the staff of Robert Bixler, who takes over the Oklahoma City territory, succeeding Dick Brill, transferred to Denver and Salt Lake City.

Other changes include the return to Omaha and Des Moines of Allen Kohan, who has been handling Denver and Salt Lake temporarily, and the assignment of Edwin Maillard to the Pittsburgh office from his job as assistant to George Fishman in Philadelphia.

Emmons H. Turner who has been assisting Art Moger in New England, succeeds Ed Scoen, resigned, in the Cincinnati area, also covering Toledo.

All changes go into effect the beginning of March and all will work under the direct supervision of William W. Brumberg, manager of the field staff.

BOX-OFFICE SLANTS

From This Day Forward

(*Continued from Page* 15)

of the picture, and the introduction of newcomer Mark Stevens, this looks like one of the top grossers of the season.

Cast: Joan Fontaine, Mark Stevens, Rosemary DeCamp, Henry Morgan, Wally Brown, Arline Judge, Renny McEvoy, Bobby Driscoll, Mary Treen, Queenie Smith, Doreen McCann, Erskine Sanford. Credits: Produced by Jack J. Gross and William L. Pereira. Directed by John Berry. Screenplay by Hugo Butler. Based upon the novel, "All Brides Are Beautiful," by Thomas Bell. Photography, George Barnes.

Plot: Told in retrospect by a returned soldier, this is the story of the lovely book store clerk whom he married when he was a machinist during the depression. Their love and her courage sustained them through his loss of a job and difficulty with the law. Then, when war breaks out, he takes a swing-shift job. Bravely she faces his army induction. When he returns from the war, all is well.

Comment: Based upon the theory that true love is strong enough to overcome all obstacles, this picture is a natural for the feminine trade. And it won't be just the story that will appeal to them, for once word-of-mouth gets around about newcomer Mark Stevens, who plays the romantic lead opposite Joan Fontaine, patrons will be crowding the box-office windows to get in and get a look at him. It will be their confirmation of the excellence of the picture as a whole, that should make it one of the top grossers of the season. Unlike most romantic dramas, this one is a down-to-earth yarn about everyday people, their human failings and their struggle to survive. Picture is timely, too, for the leading character is a returned veteran looking for a job, and this is the role that Mark Stevens handles with such exceptional merit. One finds it hard to believe that this is his first starring part. Joan Fontaine, as always, turns in an excellent portrayal as the young wife, and the balance of the cast, from Rosemary DeCamp and Henry Morgan who play a struggling married couple, down to and including their two children, played by Bobby Driscoll and Doreen McCann, are all human and convincing counterparts of real life characters. Although there may be certain situations which the audience may not readily accept, or even understand—the vicissitudes of life through which these people struggled—everybody should find entertainment in the picture, for Director John Berry has handled the theme with sympathy and understanding. His love scenes and human reactions are memorable. Production credits go to William L. Pereira and Jack J. Gross.

Strange Impersonation

Republic **Drama** **68 mins.**

AUDIENCE SLANT: (Family) Fairly entertaining story of mixed identity. Should please most audiences.

BOX-OFFICE SLANT: Suitable for any double-bill program.

Cast: Brenda Marshall, William Gargan, Hillary Brooke, George Chandler, Ruth Ford, H. B. Warner, Lyle Talbot, Mary Treen, Cay Forester, Richard Scott. Credits: Produced by William Wilder. Directed by Anthony Mann. Screenplay by Mindret Lord from a story by Anne Wigton and Lewis Herman. Photography, Robert W. Pittack.

Plot: Brenda Marshall, research chemist, has discovered a new type of anesthesia and to prove its efficacy tries it on herself. She has promised her fellow scientist, William Gargan, that she will marry him if the experiment is a success. She is burned in an explosion during the experiment and (in the dream that follows) is maneuvered out of Gargan's affections by Hillary Brooke, who wants him herself. Complications develop when Brenda is involved in a murder, undergoes plastic surgery and then is accused of murdering herself. The situation clears when she comes out of the anesthetic.

Comment: Modestly produced but with a good cast and good direction, "Strange Impersonation" progresses believably, since the story's basic premise has been established early in both situation and dialog that Miss Marshall is liable to have all sorts of dreams during her experiment. With this as an established fact it is possible to believe the coincidences that otherwise would stretch credulity. As it is, Miss Marshall, Hillary Brooke and Gargan do well and some old favorites including H. B. Warner and Lyle Talbot are fine in small but important bits. As a whole the picture will do very well in the niche evidently carved out for it—that of a supporting feature on double-bill programs.

S-TOP'S

WHISTLE STOP—*Detroit*
Sees it top biggest UA hits. Smash second week holdover—moveover!

WHISTLE STOP—*Chicago*
Greatest UA biz to playdate. Boffs Oriental's UA best!

WHISTLE STOP—*Los Angeles*
4th week holdover! 4-theatre sock tops other UA entries!

WHISTLE STOP—*Corpus Christi*
First three days sensational! Way out in front!

WHISTLE STOP—*Rockford, Ill.*
Bang-up first week!

Watch it top 'em all when it plays ***Miami Beach, Cincinnati, Omaha, Philadelphia, Milwaukee, Reading, Harrisburg, Wilmington, Houston!***

S-TOP'S

FIRST STOP'S UA

NERO FILMS presents

GEORGE RAFT in WHISTLE STOP

with AVA GARDNER · VICTOR McLAGLEN · TOM CONWAY

Screenplay by PHILIP YORDAN · From the Novel by Maritta M. Wolff

Produced by Seymour Nebenzal · Directed by Leonide Moguy · Released Thru United Artists

REGIONAL NEWSREEL

CINCINNATI

The Shubert Theatre made the headlines in Cincinnati Saturday when the manager, Arthur Peccola, and the cashier, Mrs. Elsie Ziedler, were robbed of a money box containing $315 by an armed bandit Friday night. Police caught the bandit before he could get out of the vicinity.

Natalie Wood, six-year-old star of "Tomorrow Is Forever," which had its world premiere at Cincinnati's Capitol Theatre last Tuesday, spent a very busy day here Friday. She arrived at 8:20 a.m., met Wally Heim, RKO public relations man, and spent the rest of the day visiting with the press, five Cincinnati orphanages, Mayor James G. Stewart, and a chimpanzee at the zoo, besides appearing on a local radio program.

Joe Minsky, International Pictures representative, was here on business last week, the RKO exchange reports. Another visitor was Dave Brown, of Cabin Creek, W. Va., who just returned from a vacation in Florida.

S. S. Steenrod, proprietor of the Majestic Theatre, Nelsonville, Ohio, took over the Pastime Theatre here Sunday.

Marvin R. White, son of Maurice White of the Libson-White Circuit, is going back to work for his dad after three and one-half years in the Army Air Corps. He was discharged early in February.

Tom Davis, manager of the Paramount Theatre, Ashland, Ky., one of the Libson-White Circuit, has returned to his post after a six-month leave of absence. Robert Cross, who took over for him, will return to one of the Cincinnati theatres.

After two meetings, the Greater Cincinnati Independent Theatre Owners and the operators' union still have not made any decisions about the 1946 scale. They are to meet again March 1.

Joe Goetz, former assistant division manager of RKO in Cincinnati, now holding the same position in Chicago, visited his old office here this week. His former associates honored him at a luncheon at the Gibson Hotel.

Ray Frisz, Chakeres Circuit, Springfield, Ohio, was shopping at the Republic exchange last week. Another visitor was Paul Orebaugh, owner of the Avon Theatre, New Vienna, Ohio, who is leaving soon for Texas for his health. Mrs. Bob Norman, Republic biller, was out four days last week because of illness, but has now recovered.

DETROIT

Ben Pupko, Saginaw, Mich. theatre owner, and Cem Merritt, owner of a chain of theatres in Windsor and Ontario, are vacationing in Miami.

Betty Ann Clark, winner of the "Miss Doll Face" contest at the Fox theatre, has been signed for an engagement with Ted Weems. She changed her name from Crotinger to Clark when she joined Weems.

Tom Breneman, the Hollywood Breakfast man, and his missus celebrated their 22nd wedding anniversary while doing a personal appearance at the Palms-State and were given a big party.

"Lost Weekend" doing top business at the United Artists in its sixth big week.

Arnold Stoltz, PRC director of advertising and publicity, was brought here to assist in putting across "The Enchanted Forest" at the Downtown Theatre.

Alfred T. Berger of New York is here for the fourth anniversary of the Telenews house. Accompanying him here was S. Goldfinger, district manager in Chicago, who joined in conferences with Norman Wheaton, local manager.

Joe Gins is out as head man at the Michigan branch office of Columbia Pictures. Bill Strickland, assistant booker, has resigned. Neither has announced new connections.

George McCoy, Columbia Pictures' Michigan sales representative, is recovering from a siege of the flu.

Enjoying their 22nd wedding anniversary with a party recently were Arvid Kantor and his wife. To make the occasion enjoyable a wire arrived from their son Seth in the Pacific, saying he was heading home.

Kal Bruss has been promoted to state sales representative by the Film Classics after giving up his post of office manager on which job he was replaced by Margaret Rice.

Blind Veterans at Percy Jones Hospital (Battle Creek, Mich.) were guests of the Westown Lions Club at its second annual theatre party at the Westown Theatre on Feb. 27. Sol Gordon, manager of the Royal Theatre, was in charge of arrangements.

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TORONTO

Prominent as a director of Famous Players Canadian Corp., Howard P. Robinson was elected president of the Maritime Trust Company and of the New Brunswick Telephone Co. Limited at their annual meetings in February.

Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, Toronto, is continuing his campaign against the move of the local authorities for a heavy increase in the annual license fees for projecting signs and marquees. A brief of the association brought out several examples of the augmented cost, with the argument that the levy could only be regarded as a revenue tax rather than an inspection. One Toronto theatre, for example, would have to pay $210 per year under the new code instead of the current charge of $30.

"State Fair" has rung up six weeks for its first-run engagement at Hamilton, Ont., Tivoli Theatre. In its new second-run policy, the Toronto Tivoli, managed by Len Bishop, has played the picture for three weeks which is a modern record for that house.

Manager Ernie Warren of the Elgin Theatre, Ottawa, reported that a night-raider smashed the plate glass, costing $30, in the lobby frames of the theatre in order to steal 60c worth of stills for "Getting Gertie's Garter." Offsetting this loss, however, was the considerable free publicity in reports of the incident in the newspapers.

William Weiss, general manager of Allied Cooperative Theatres, Inc., Toronto, announced that the newly-formed association has secured the membership of 28 independent theatres in Ontario for buying and booking purposes. Some, but not all, theatre owners of the Ontario Council of Independent Exhibitors are Cooperative members and there are others who do not belong to the Council, he explained. Ben Freedman of the Royal Theatre, Long Branch, heads both organizations.

Glenn Ireton, promotion chief, Warner Bros. Canadian, has almost gone into mourning because of the loss in a traffic mishap of his dog which had been a family pet for nine years.

Clare Appel, prominent executive of Odeon Theatres of Canada, Toronto, has been elected vice-president of the Ontario Rugby Football Union, the oldest gridiron circuit in Canada.

Leo Clavir, manager of Artkino Pictures Limited, Toronto, made a business trip to New York City in connection with the forthcoming distribution of new Russian films in the Dominion.

First Lou Karp returned from Overseas war service to Famous Players Canadian Corp. headoffice where he had been a booker. Next he lost no time in getting married to a Toronto girl. Finally they are on their way to Vancouver where he is taking over a position as booker for British Columbia under C. S. Neville.

Before service as an officer with the Canadian Navy, Murray Mitchell was a popular member of the Toronto branch of Empire-Universal-Films, Toronto. Returning to "civvies," he married and has become a farmer on his farm at McGregor in Essex County of Ontario.

Mrs. Raymond Kershaw, 74, of Victoria, B. C., died this week. She is survived by her son, Frank H. Kershaw, recently president of General Theatre Supply Co., Toronto, previously a veteran manager of Famous Players Canadian Corp. and her husband, a pioneer of the moving picture trade in Canada.

MEMPHIS

Three youths, 16, 17 and 15, have been arrested here by FBI for writing a threatening letter to Bill Kemp, manager of Loew's State. Mr. Kemp, upon receiving the letter demanding $500, went to the FBI, who picked up two discharged ushers at the theatre and another boy. One of the boys immediately pleaded guilty. Their names were withheld because they are under the jurisdiction of juvenile court.

Earline Hughley, 19-year-old woman who for three years has posed as a man, was picked up by police officers here this last week at Ideal Pictures Corp., where she was employed. After a lecture, by officers, she was released. She told the officers she started posing as a man while working as a riveter after she had cut off her hair to keep it out of the machine.

Allen Smith is back at the Warner Theatre here as house manager after three years in the Army. Joe Simon, who acted as house manager during the war, remains assistant house manager.

(*Continued on Page* 26)

at the PSYCHOLOGICAL Boxoffice Moment!



"ELECTRIFYING!"—Motion Picture Daily

"EXCEPTIONAL!"—Hollywood Reporter

"THRILLER!"—Independent

"POTENT!"—Boxoffice

"SUSPENSE!"—Film Daily

"EXCITING!"—Motion Picture Herald

"ABSORBING!"—Exhibitor

"SHOCK"

VINCENT PRICE · LYNN BARI · FRANK LATIMORE

Directed by ALFRED WERKER · Produced by AUBREY SCHENCK

Screen Play by Eugene Ling · Based on a Story by Albert deMond · Additional Dialogue by Martin Berkeley

20 CENTURY-FOX

REGIONAL NEWSREEL

(*Continued from Page* 24)

Jack McGee, west coast theatre concession man, was a recent visitor in Memphis.

R. J. Lester, former Memphis theatre operator and returned Army motion picture projectionist, started work this last week on his new Park Theatre, a suburban house to seat about 1000 persons. The theatre will cost around $125,000 and will be of steel and brick construction with a structural glass front. All equipment has been contracted for including the 15x20-foot screen. He hopes to have the house open by May. It will be a one-floor operation.

Chief Barker Herbert Kohn presented the annual Variety Club budget, which calls for an expenditure of around $16,000 during 1946. This expenditure will include considerable physical improvement of the club quarters.

The *Commercial Appeal,* both editorially and by cartoon, has ridiculed the action of the Memphis Censor Board here in banning the showing of "The Outlaw." An editorial page cartoon by Calvin Alley attracted most attention. It showed a lone patron of a theatre staring at a screen where "The Outlaw" was being flashed. In the foreground was a huge closeup of Jane Russell. In the background were numerous characters firing pistols. "What shooting, Mr. Binford?" the cartoon inquired, referred to Censor Lloyd T. Binford's banning of the film because of too much shooting. Harry Martin, dramatic editor, in a sarcastic column pointed out that the "Princess Theatre has pictures nearly every day with shooting in them."



WAR BRIDES ROXY'S GUESTS. Three hundred war brides detained over the weekend in New York while awaiting train transportation were guests of the Roxy Theatre, where they saw 20th-Fox's "Fallen Angel" and stage show, and visited with performers backstage, including headliner Carmen Miranda, shown in photo above. Stunt was covered by daily papers, and radio station WJZ did an on-the-spot broadcast. Fox Movietone News covered it from the newsreel angle. Homer H. Harman is the Roxy's director of advertising and publicity.

NEW YORK

Major Harry Miller, recently of the army and before that Brooklyn salesman for MGM, has returned to Leo's fold and is with the New York-New Jersey exchange as assistant to District Manager Jack Bowen. Bowen is at present vacationing in Florida.

Lou Johnson, head shipper for the Metro outfit returned from Florida where he attended the AFL convention at Miami.

Ralph Pielow, Jr., has joined the sales force of 20th Century-Fox.

Embassy newsreel General Manager Stewart Martin is a winter sports enthusiast and spent last weekend indulging in them at Great Barrington.

Ed Lackman, owner of the State Theatre at Boonton, N. J., is back at the grind after a few weeks of Florida sunshine.

Abe Margolis, who owns the Mayfair and Rialto in Western New York and the Temple at Union City, has taken over the Savoy at Cliffside, N. J.

Miss Jen Dennett, Republic's head booker, is back at her desk after flying by clipper from Bermuda where she vacationed.

Miss Essie Weisberger, booker for the Island Theatre Circuit is expected back March 11.

Ann Graff of the Monogram office staff recently lost her mother.

Miss Etta V. Segall, New York booker for Monogram, says that the results of the Steve Broidy day and date drive are exceeding expectations, with circuit and individual operations promising to work with the plan.

Dan Regan, owner of the Concourse Theatres in the Bronx, has returned from a four-week vacation in the south.

Sam Rifkin of United Artists' Jersey sales force, became a grandfather for the fourth time last week. His son Ira is the father of a seven-pound son to be named Gary.

Returning servicemen who are getting back into the harness again at United Artists are: Pacific Theatre veteran Corporal Myron Star, scheduled to join UA shortly; Dave Douglass, ex-G.I. with service in the Philippines, who has joined as student salesman; Sgt. Pat Marcone, recently of the ETO, who is assistant office manager.

One-time Sgt. Joe Brenner, who before he got his uniform was manager of the Rogers Theatre in Brooklyn, is back in the front house end of the game this time as manager of the Leader, Brooklyn.

Irene Greenburg of United Artists New York booking department has been appointed assistant to Gertrude Denbroff, city booker. Others joining the staff are: Arlene Deuths, assistant to Jersey booker John McKenna; Sylvia Dobosh, assistant to Bernice Simon in the booking department.

Vivian Corbyons is back at her desk at Metro after a honeymoon.

Loew's vice-president and treasurer, Charles Moskowitz, celebrated a birthday last week by showing up on the job and staying there.

Rex Taylor has joined Paramount's publicity department here as publicity coordinator under supervision of Al Wilkie. Taylor was recently public relations director for Meredith Publication in Des Moines.

Carol J. Lawler has joined the booking office of the Shea circuit, Lawler, formerly operator of the Amherst Theatre at Amherst, Mass., and the Lawler Theatres of Greenfield, Mass., was recently discharged from the navy in which he held the rank of lieutenant, senior grade. He was in charge of film bookings for the First Naval District.

Herman Goldberg, Warner Bros., purchasing agent and maintenance supervisor, is on the road visiting Chicago, Kansas City, Indianapolis and Toronto branches.

Changes in the setup of the Century Theatres are: Abe Goldstein, out of the army, back to Century as temporary manager of the Realty during Paul Kalmus' illness, Arthur McWatters from the Grove to the Freeport as assistant manager; Edward Bolton and Herbert Sumby, both out of uniform recently, assigned respectively as assistant managers for the Lynbrook and Grove theatres.

The Warner Club is all set for its membership dance on March 8 at the Riverside Plaza Hotel. President Martin F. Bennett, announced.

The Cinema Chapter of the American Veterans' Committee will hold a series of four bi-weekly dances at the Hotel Capitol starting March 15, to raise funds to send delegates to the national AVC convention in Des Moines, Chairman Walter T. Brown announced. Other recently elected officers are: Monroe R. Goodman, Paramount, vice-president; Stanley F. Hodes, National Screen Service, secretary-treasurer. Hodes had been acting secretary.

Charles K. Stern, assistant treasurer of Loew's, and William G. Brenner, MGM checking department head, are in Salt Lake City in connection with a branch personnel meeting. Leonard Pollock of Loew's is back on the job after five weeks in the Prospect Heights Hospital for an operation.

New assistant general manager in charge of advertising and publicity for Fabian Theatres is Captain Elias Schlenger, recently returned from the ETO and African Theatres. He replaces Commander Larry Cowen who has been transferred to upstate New York in charge of Fabian houses in Troy, Cohoes, Catskill, Schenectady, with headquarters at the Troy Proctor.

Hiller Innes, released from the Navy where he held the rank of lieutenant commander, has returned to Paramount as home office production manager. Innes served as photograph officer with the Seventh Fleet under Admiral Kincaid.

Motion Picture Associates President Fred J. Schwartz left New York last week to spend a 10-day winter vacation with his son.

ST. LOUIS

Following the recent lead of Fanchon & Marco's Fox and Missouri theatres, Loew's State, Loew's Orpheum, the St. Louis and Shubert theatres are all hiking their prices 5 cents while Fanchon & Marco's Ambassador will also change its regular prices to conform to those of the other competing first runs when the current engagement of "The Bells of St. Mary's" terminates. The picture is being shown at advanced prices. Under the new schedule all of the houses with the exception of the St. Louis will have a 65-cent top. The St. Louis in the future will charge 50 cents and 60 cents. The other houses go to 44 cents, 55 cents and 65 cents, depending upon the time and day that a cash customers enters.

Alderman J. Ray Weinbrenner has presented a proposed ordinance to the St. Louis Board of Aldermen to abolish daytime parking of automobiles on Locust Street between Fourth Street and Twelfth Boulevard. The Ambassador at the northwest corner of Seventh and Locust Street is the only motion picture theatre in that zone.

Walter Branson, RKO's western division sales manager, has been here with Dave Prince, captain of the Ned Depinet Drive in connection with the second phase of that sales campaign.

Joe Ansell has awarded a contract to John

REGIONAL NEWSREEL

J. Willingham, St. Louis County, for alterations to the Varsity Theatre, an Ansell Brothers house.

Two motion pictures, one dealing with juvenile delinquency, and the other touching on religious and racial cooperation, were shown February 17 at a meeting of the St. Louis Sunday Evening Club at Centenary Church.

Film Classics of Kansas City, Inc., Jefferson City, Mo., has been granted a certificate of incorporation by the Secretary of State's office in Jefferson City. It is authorized to issue 300 shares of no par value stock. The incorporators were given as Sidney H. Levin, 2 shares; Ruth Robertson, 2 shares, and David B. Stillman, one share, all of New York City. Russell Keyes, Jefferson City attorney, took care of the incorporation papers.

A free motion picture show at the St. Louis Theatre was arranged by the Missouri Brotherhood Week Committee in cooperation with the Community Activities of the motion picture industry, Walter W. Head, president of the General American Life Insurance Company, State Chairman of the Missouri American Brotherhood Week, announced. Harry C. Arthur, Jr., heads up the Motion Picture Industry's committee. In addition to motion pictures the program at the theatre included talks by educational and religious leaders on the theme of unity among all American groups.

DENVER

Cinema Amusements, Inc., composed of John Wolfberg and Trueman Rembusch, are building a $130,000 theatre here to seat 1000 at present, with arrangements made to increase to 1400 with a balcony as soon as patronage demands it. The building will contain a large store. The theatre is being built on East Colfax at the edge of the fastest growing suburb here. Wolfberg, who also manages the Broadway and the Mission, the latter just acquired by Cinema Amusements, says all the materials for the new theatre, to be named the Eden, have been arranged for, and that excavating is about completed. The front will have a tower that can be equipped for television, if and when available, and glass brick with colored lights behind them will be freely used in construction. Cinema Amusements took over the Broadway about a year ago, and did extensive remodeling before reopening it.

Scheduled parties at the Rocky Mountain Screen Club rooms include Mixed Bridge, March 1; Sportsman's Stag Party, March 8; Founders' Day Ball, March 28; Children's Easter Party, April 20 and Gold Rush Days, May 17.

Fred Zekman and Sam Dunevitz are installing new air conditioning equipment in their Park Theatre, and are planning to build another theatre in South Denver, at an unselected location.

C. U. Yaeger is planning a $75,000 remodeling job on the Gothic, with seating capacity to be increased from 500 to 1000. A tower for television use will be added.

A. P. Archer and Joe Dekker are spending $50,000 each on the Federal and Oriental, installing television towers and adding seating capacity in both spots.

Derald Hart of the Hart Theatrical Decorating and Display was stricken while on a job in Nebraska and was taken to Fitzsimons general hospital in Denver, where he was given four blood transfusions. Reports are that he is getting along nicely.

Margaret Goyette, Denham publicity director, is recovering from a severe flu attack.

Clarence Wicks, former west coast theatre owner and road show and stage show promoter, is now connected with the Calumet Fuel Co., Denver.

Robert Hamel, poster clerk at 20th Century-Fox, has been discharged from the navy and is back on the job.

Tom Knight, owner of the Acme, Riverton, Wyo., is planning a new 300-seat theatre in Shoshone, Wyo.

Len Gruenberg, district manager for RKO at Denver and Salt Lake City, with headquarters in Denver, has been discharged from the navy and is back on the job.

A. G. Edwards, PRC manager in Salt Lake City, has been transferred to Denver at his request.

Robt. W. Selig, assistant to Rick Ricketson, president of Fox Intermountain Theatres, has been named as assistant national campaign director of the April drive for funds by the American Cancer Society. Selig left Saturday for New York where he will assist in preparing the theatre phase of the drive. Ricketson is one of three from Colorado elected to the national board of trustees.

Henry Herbel, district manager for Warner Bros., in town this week conferring with Earl Bell, exchange manager.

Out-of-town exhibitors seen on Film Row included George McCormick and Dick Conley, Canon City, Colo.; Mike Joseph, San Luis, Colo.; J. C. Parker, Dalhart, Texas; J. H. Roberts, Ft. Morgan, Colo.; Bob Smith, Steamboat Springs, Colo.; and Robt. Spahn, Mitchell, Neb.



DEDICATION. Pictured above at the recent formal dedication ceremonies for the Indianapolis Variety Club blood bank and rooms are (l-r) L. J. McGinley, Variety Club board member and past president; Marc W. Wolf, national treasurer; Dr. Charles Meyers, director of hospitals; Governor Ralph F. Gates; Boyd T. Sparrow, director of publicity for the Indianapolis Tent, and Mayor Robert H. Tyndall.

WASHINGTON

Local exhibitors honored C. E. Peppiatt, recently promoted to district manager at 20th Century-Fox, and Glenn Norris, new branch manager at Fox, at a stag affair held in the Variety clubrooms.

Warner Advertising and Publicity Dept., presided over by Frank La Falce, has been a beehive of activity, as desks, cabinets, telephones and personnel were moved about in checkerboard fashion as part of a new department set-up.

Universal's Josephine Grasso, cashier, is resigning; Milton Bramson will replace her.

The Outten Theatre in Snow Hill, Maryland, was badly damaged in a fire, recently. There were no injuries, and the projection room was untouched.

Newlywed Theo Shupe, now Mrs. Lee Suit, has resumed her duties as secretary to A. Julian Brylawski, following a New York honeymoon.

Sam Wheeler, of the Wheeler Film Co., is back at work after a bout with pneumonia.

Warners Metropolitan Theatre last week was the first theatre in the nation's Capital from which a patron sent a membership subscription to the "American Brotherhood Week" campaign. The check was mailed in an envelope picked up at the theatre the first day the special short, "American Creed," was presented as part of the motion picture campaign. John Marcon is manager. John J. Payette, general zone manager of Warner Bros. Theatres, and Carter T. Barron, eastern division manager of Loew's Inc., are co-chairmen of the theatre division of the campaign.

Universal Branch Manager Max Cohen and District Manager S. E. Applegate were in Charlottesville this week conferring with the Publix Dominion Circuit.

Rick La Falce, formerly in Warner Bros. publicity department and recently back from two years overseas, did some fine publicity work on the "Brotherhood Week" campaign.

S. T. Murray, Universal manager of branch operations and G. J. Malafronte, assistant manager of branch operations, were recent visitors at the local Universal Exchange.

Frances Shafer, Warner Booking Dept., was given a show recently by the girls in the various Warner departments. She was married on February 28 to Bernie Lyons.

CHICAGO

Returning servicemen are causing many shifts in the B&K setup. With the promotion of State Theatre Manager Harry Cottle to west side circuit supervisor, Harry Potter moved over from the manager's chair of the United Artists to the State Lake and Ray Thompson, out of the army, succeeded Potter at the UA.

Senate Theatre Manager Jerry Winsberg moves to the Paradise, succeeding Ray Karksky who in turn follows Joe Pipher, resigned, as buyer at the B&K warehouse. Pipher is going into another business.

Lt. Col. Sam Levine, recently out of the army, has been named manager of the Belpark Theatre, while Hones Swan, also an olive drab wearer, has become manager of the Luna. Roy Brackemacker resigned management of the Roosevelt; James Salice went to the Howard as assistant manager to replace Forrest Hill, resigned. Will Snow will succeed Lawrence Cohn, resigned to enter other business, as secretary to Dave Balaban.

Shirley Molohon, winner of the Chicago press photographers' Miss Photoflash contest, has a small part in "Dark Mirror."

Litho Equipment and Supply Company is to build a new factory at 915 West Ohio Street. Cost: $200,000.

Irving Mack of Filmack returned from New York conferences; Harold Costello, ex-Oriental Theatre manager, is vacationing in Florida.

Frank Langdon Morgan, veteran *Variety* editor, died here. Funeral took place Monday in Cedar Park Cemetery.

Zero weather slowed down subsequent-run trade here for two days last week but Loop attendance remained high.

Chicago mourns the passing of Joe Abramson, former Jack Kirsch secretary, who died on the west coast last week.

Will Burke has been named secretary-treasurer of Barnett Carruthers Theatrical Enterprises, Inc.

DeVry and RCA dealers held luncheons at the Palmer House last week. Business outlooks for spring were discussed. American Seating Company held a dinner and reception at the Palmer House last week with 135 attending.

Jack Kirsch of Allied States is back and busy with plans for a forthcoming meeting of Illinois Allied.

Whiteway Electric President Tom Flannery is back from a Florida vacation.

James W. Karber has acquired the Ridgeway, Ill., Strand from Charles Bater. Marsh Bruce will manage.

The Royal at Mt. Vernon, destroyed by fire, has been rebuilt. House manager: Homer Mar-

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REGIONAL NEWSREEL

(*Continued from Page 27*)

vel. Plans are also underway to rebuild the Wayne at Decatur, according to Owners G. W. Carroll and H. W. Coppenbarger.

Oscar Hertz is back after three and a half years in the service. He will rejoin Chicago's National Screen Service.

Don Johnson has been renamed manager of the Cicero, Ill., Palace.

Bertram Willoughby of Ideal Film and George Hirliman of International Theatrical and Television Corp. held conference this week. Hirliman denied merger reports.

Alexander Eulenberg has been named arbiter of the Vision Theatre case; hearing set for March 19.

Paramount District Manager Allen Usher is back at his desk after 2 weeks' illness.

Farewell dinner to Harry Lustgarten and Abe Platt was held here last week. Speakers were Walter Immerman of B&K, Ray Carsky and Sam Levin.

District managers and home office executives of the Jack Rose and Alex Manta Theatre circuit met for their annual winter meeting in Chicago last week. Discussed were: theatre attendance slump in strike-torn cities; admission prices and their equalization; plans for a late winter and spring film campaign.



BEAUTY CUTS THE RIBBON. New Chicago Variety Club headquarters are opened in the Congress Hotel as pretty Carol Stone, daughter of Fred Stone, cuts the ribbon while Chief Barker Jack Rose, Assistant Chief Barker Henri Elman, Ben Lowry and Ben Benjamin look on with grinning approval.

CLEVELAND

There's a constant shift of local movie personnel between here and Florida. During the past week the returned vacationists included I. J. Schmertz, 20th Century-Fox branch manager and Mrs. Schmertz; Sam Greenberger of the Cedar-Lee Theatre and family; J. O. Guthrie and Mrs. Guthrie of the Karolyn Theatre, New London; William N. Skirball of Skirball Brothers—all back from Florida—and M. B. Horwitz, general manager of the Washington Circuit and Mrs. Horwitz, back from Hot Springs, Ark. On the going end was Ed Fisher, Loew theatre publicity director who, with his wife and daughter is motoring down to St. Petersburg.

George A. Manos, large independent circuit owner with headquarters in Toronto, Ohio, announces two new theatre building projects. In Columbiana he will erect a shopping and amusement center containing stores, a bowling alley and an 850-seat theatre at an estimated cost of $125,000, while in Orville he will build an 800-seat theatre. Plans for both projects are completed, according to Manos, and building will start early in the spring. Back from overseas is Manos' son, Thomas G. who served in the Philippines with the 11th Airborne Division and has 133 combat hours to his credit. He will be associated with his father in circuit operations.

Jack Sogg, MGM branch manager, left Cleveland on Thursday on the first leg of his On-to-Rio journey. He and Mrs. Sogg drove to Miami from where the party will take wings to South America.

Charles Deardourff is back at his MGM exploiteer desk after an illness that has kept him at home since Christmas.

Ben L. Ogron who for the past three years has been with Motiograph Corp. as factory sales representative and research engineer, has formed Ohio Theatre Equipment Company and is now operating as an independent theatre equipment dealer in the Cleveland exchange area with headquarters in the Film Bldg., Cleveland. Ogron has been appointed exclusive distributor of Motiograph projectors and Motiograph Mirrophonic sound systems. He will also handle practically all standard types of other theatre equipment.

When John Urbansky, Sr. and Bernard Rubin, owners of Imperial Pictures were in New York recently, they really went on a picture shopping spree. Result is that they acquired for northern Ohio release 3 Sol Lesser reissues,—"It Happened in New Orleans," "Hawaii Calls," "Follies on Ice"; a Pandro Berman production, "The Bandit and the Lady"; 9 George O'Brien westerns, 4 Harold Bell Wrights and 1 Zane Grey formerly released through 20th-Fox; 6 Dr. Christian pictures formerly handled by RKO; "Little Men" starring Kay Francis and Jack Oakie; also two new releases, "Wild Beasts at Bay," a jungle picture and "Youth Aflame," an exploitation production.

Nat Wolf, Warner zone manger and Mrs. Wolf have gone to Texas for their annual visit with relatives.

Theodore Jung of Loew's construction department is out here looking over Loew theatres to see if they conform to the new spring styles in theatres.

Norman Linz, MGM exploiteer is working this territory in the interest of "The Last Chance" soon to open at Loew's Ohio Theatre.

The welcome sign was out last week at Loew's State and Loew's Stillman theatres for returning ex-servicemen, Martin Gallagher, back at the State as assistant manager, and Harold Shultis, who has resumed his post as assistant manager at the Stillman.

A. M. Goodman of United Artists and Edwin R. Bergman, PRC branch manager are taking hotel and dinner reservations for the big testimonial dinner on March 11 at the Hollenden Hotel in honor of Maury Orr, recently promoted from UA local branch manager to western division sales manager. The affair is being sponsored by the Cleveland Variety Club.

Bill Shartin, who succeeded Orr as local UA branch manager, is in charge of hotel and dinner reservations for the big powpow that the Detroit Variety Club is sponsoring in honor of Jack Goldhar, now UA eastern division sales manager, and Moe Dudelson who stepped into Goldhar's district managerial shoes. The dinner, to be held at the Book Cadillac Hotel will be preceded by a cocktail party.

In spite of his youthful appearance, Harry Goldstein, Paramount district manager, is celebrating his 25th anniversary with the company.

At a meeting of the Cleveland Motion Picture Exhibitors Association, a resolution was passed to take up Red Cross theatre collections during one program change during the week of the drive. Reason for limiting collections to one program change is to relieve from embarrassment those patrons who attend a theatre more than once a week and who do not want to contribute more than one time to the Red Cross fund.

Ernest Schwartz again heads the Cleveland Motion Picture Exhibitors Association as president. Others reelected are: Vice-President Albert E. Ptak; Secretary George W. Erdmann; Treasurer James E. Scoville. All board members were re-elected with Frank Gross as an additional member of the board.

When World Wide Pictures begins to function side by side with Universal, the present Universal office will be much too small. To take care of this eventuality, a new 3-story building will be erected on the northwest corner of Payne Ave. and East 23rd St., directly across the street from the present Universal office. It is expected that Universal will occupy one floor, World Wide another floor with a joint department for physical handling of film. A screening room is also included in the plans.

LOS ANGELES

The Board of Directors of the Southern California Theatre Owners Association met Monday to thrash out problems besetting local houses at the present time.

Bert Pirosch, Fox West Coast booker, uses his Army training to advantage. A former aerologist, Bert can predict the weather that will accompany a particular film booking. He doesn't miss, either!

Auriel Macfie, Music Hall Theatres press representative, is getting around these days when it comes to the printed word. Besides the capable stint she is doing for M.H.T., Auriel writes a weekly column for a Santa Monica newspaper, is a staff writer for *Note* magazine, pens articles for several New England weeklies and does other free-lance writing.

Seen on the Row were Frank Ullman of the Aztec, Calexico, and Broadway, El Centro; Judy Poynter, Ramona, Ramona; Jack Anderson, booking the Forum, Barstow; Mrs. Foster Jackson, Elsinore, Elsinore. Back after a siege of flu is Marty Solomon, Monogram's branch manager. Another Film Row member out of sick bay is Myrna Lawson, of Metro's billing department, who is recuperating from an operation.

Frank Schindler plans to resume his civilian career as a salesman with RKO when he receives his discharge shortly. Schindler is with the U. S. Navy Motion Picture Booking Service.

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FEAR

's a Million Dollar Title . . . An Arresting
nd Intriguing Promise of Terror To Come!

FEAR

A Triumph in Tension . . . The Kind of Murder
Story You'd Stay Awake All Night To Finish!

FEAR

Boxoffice called it "Highly engrossing drama of crime and conscience. Exceptionally well produced."

Starring **PETER COOKSON • WARREN WILLIAM**
ANNE GWYNNE • JAMES CARDWELL • NESTOR PAIVA

Produced by LINDSLEY PARSONS • Directed by Alfred Zeisler • Original Screenplay by Dennis Cooper and Alfred Zeisler

It's Another Natural From
MONOGRAM

REGIONAL NEWSREEL

(Continued from Page 28)

Happy over their high standing in the current Columbia Silver Anniversary Drive is the local exchange, which helped boost their regional team into the second spot at this writing.

The Snadow Brothers, operating the Hub, Florence Mills and Bill Robinson theatres, are going strong with their fruit juice stands.

MGM's Del Pomeroy and Betty Jennings have left the local office. They formerly worked in the accounting and contract departments, respectively.

Just opened is the Linda Lee Theatre in L.A., run by Morton Wexler and Ed Penn, who recently bought it from Bill Kaye.

Sam Sosna, Manhattan, Kansas theatre owner, was in town, visiting with Bob Quinn of Altec. Another visitor was Ben Levin of San Francisco, president of the General Theatrical Company, who was hosted by Jack Goldberg of the Eastland.

Ray Winnick, popular MGM lady booker, acquired a tan at Palm Springs, where she visited during the weekend. Resident Manager Sam Gardner is now on his way to South America, to reap the reward for being one of the top men in Metro's "On to Rio" sales drive.

Harry Stern, PRC's Western district manager, returned from a swing along the coast. Jerome Saffron, Columbia's chief, was back following a visit to the Salt Lake City and Denver offices.

Mike Newman's latest campaign efforts were spent on behalf of Columbia's "The Bandit of Sherwood Forest" when it opened in Phoenix.

OMAHA

William Miskell, Tri-States Theatres district manager, will receive another silver medal for his war bond services during the war as state chairman of the film industry. He previously had received a medal through the film industry from the Treasury Department.

Mary B. Coolen of Boston, one of the original members of the "Tars and Spars" group, will be in Omaha during the showing of the picture at the Brandeis.

Duke Goldstone, former Omahan, now has a Hollywood connection with Pal Studios and is writing and directing a large industrial picture for Shell Oil Company.

Ellis Shafton, former second booker at Metro who now owns two St. Louis theatres, was a visitor here.

Morris Smead, Council Bluffs theatre operator, has returned from a trip to California.

Leo Adler, auditor for United Artists, is in Omaha.

Hugh Braly, district manager from Denver, visited the local Paramount exchange for a sales conference.

Sid McArdle, office manager of United Artists, will be in charge of Red Cross collections for the Film Row and local theatres. He holds a colonel's rank in the Omaha drive.

Harold Johnson, Universal branch manager, spoke at a special celebration in Osceola. Joe Chantrey, exhibitor there, was in charge of the Commercial Club's welcome home party for veterans.

Mons Thompson, St. Paul exhibitor, visited along the Row after a return from Excelsior Springs, Mo.

William Sears, former theatre manager for RKO in Minneapolis, has been transferred to a similar post in Sioux City. Robert Whelan, Sioux City manager of the Orpheum and Fourth Street, will take Sears' former post.

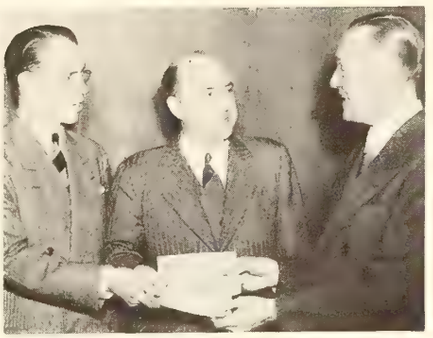
William Miskell was reelected to the Douglas County Red Cross Board of Directors for another year's term.

Edward Shafton, local attorney and one of the founders of the Variety Club, is back from the Army Intelligence Corps. He will now divide time between his new position as personnel director and general counsel for the R. D. Goldber Theatres here and his private law practice.

Bill Youngclaus, the Grand Island exhibitor, has purchased a home in the San Fernando Valley and will divide time between there and Grand Island. The doctor ordered him to spend his winters in a warmer climate.

A. W. Mahoney, new exhibitor at Ute, was a visitor here. He purchased the Ute Theatre from A. F. LaFrance, who has operated a theatre there for 29 years.

Elmer Hansen will build a new 350-seat theatre at Wausau, Neb.



WINNERS. William A. Schweitzer, promotional manager of WEBR, Buffalo, and Earl L. Hubbard, 20th Century Theatre advertising director, are shown receiving $250 each in bonds from Harry Petty, district manager of the American Safety Razor Co., for winning first prize jointly in the recent advertising and exploitation campaign on RKO Radio's "The Falcon in San Francisco."

INDIANAPOLIS

Indianapolis Variety Club, Tent No. 10, tendered Joe Neger a farewell party. Joe was recently promoted from sales manager of 20th-Fox here to branch managership for the same concern at Milwaukee, Wis.

The Settos Circuit will re-open its recently acquired Palace Theatre in Montpelier. The house has been completely rebuilt.

James Grady, 20th-Fox district manager for this area, is in New York for home office conferences.

Marc Wolf of the Y and W Circuit has gone to Florida for a short vacation, accompanied by Mrs. Wolf.

The National Theatre, Louisville, Ky. will discontinue vaudeville and pictures for the next twelve weeks and will substitute a legitimate flesh show policy during that period.

Mrs. Frances Lipps, 77, who for many years operated the only theatre in Alexandria, Ind., died February 21 in Mercy Hospital, Elwood, Mrs. Lipps operated the theatre until she suffered a hip fracture in Indianapolis three years ago. A native of Kentucky, she had lived in Indiana fifty years.

The Neighborhood Theatre Association held a luncheon meeting Thursday in the Antlers Hotel. Trueman Rembusch, president of the ATOI, was the guest speaker, presenting a report on the national allied convention held in New York last week. Earl Cunningham, manager of the Fountain Square Theatre, is president of the group.

Clarence B. Foster, 57, veteran projectionist here 35 years, died February 14 in his home. He was employed at the Regent Theatre for the last 10 years.

Norman Moray, Warner short subject sales manager, was a business visitor at the exchange on Monday.

A permit to build a $15,000 addition to the rear of the Universal Film Exchange was granted by the city building commissioner. Space in the new building, construction of which is expected to start immediately, will increase the number of film storage vaults to nine and of inspection units to 12.

National Screen Service will take over United Artists' distribution of accessories and posters beginning March 1.

Charles F. Kreighbaum, who operates the Arc Theatre, Lafayette, and wife have gone to Hot Springs, Ark. for a short vacation.

Earl Cunningham, manager of the Fountain Square and Granada theatres, announces the installation of Voice of the Theatre sound system in the Granada.

Seen along Film Row, Bruce Kixmiller, Bicknell; Sam Weinberg, Louisville, Ky.; Ike Sollers, Covington; K. H. Sink, Union City; Mrs. Hilda Long, Sheridan; Doug Haney, Albion; Arthur Clark, Bloomington; Harry VanNoy, Anderson; W. P. McGovern, Loogootee; Roy Harold, Rushville; Harry Watts, Knightstown and Mrs. W. J. Haney, Milan.

HARRISBURG

Renovations on a large scale are proceeding at Loew's Regent, where a new roof over the entime building has been laid. The crystal chandelier is being cleaned and polished and the wall covering cleaned.

Although Harrisburg was not affected in any way, nearby Lancaster theatres were closed during the recent sympathy strike of AFL, which followed. The theatres were closed during the recent sympathy strike of AFL, which followed the walk-out in that city of all transit company employes.

Construction on the new 1200-seat Steelton Theatre, near Front and Conestoga Streets, is scheduled to begin this week, according to Owner Harry Chertcoff, Lancaster. Chertcoff, who owns and operates the Strand and Standard theatres in Steelton at this time, said the new house will be erected at an approximate cost of $100,000. Paul Martin, Mt. Joy, has been named contractor, and William Lynch Murray, Harrisburg, the architect. The new house will be 110 by 175, and offices will be in the front of the building which will cover the entire lot. Construction is expected to be completed by early summer. At the same time work is progressing on the 1500-seat house in Camp Hill, by the same contractor and architect, with Chertcoff providing the funds. This building, in Market Street near Seventeenth, is to cost about $150,000, and will be of brick, marble and stone. Work is expected to be finished about the same time.

ALBANY

Dick Hayes and Ed Wall of Paramount Exchange were Kings for a Day for Variety Club's weekly Monday evening get-together. This was Paramount night and occasioned the formal introduction of John Moore, new branch manager, to Albany film folk.

Herman L. Ripps, Loew's district manager, left Friday for a trip to Rio de Janeiro. Herman was one of the ten winners of the recent "On to Rio" contest recently sponsored by his company.

Bill Gaddoni, MGM salesman, is in New Haven to pinch-hit for several weeks.

Dot Finkelstein, MGM booker, is beaming after an exciting four days in Buffalo.

Norine Phillips, Albany Theatre Supply secretary has just returned from her honeymoon and is back on the job.

Katherine Hevner, 20th-Fox inspectress, is confined to home with a strep throat infection.

REGIONAL NEWSREEL

George Tucker, RKO salesman, leaves Albany this week for Johannesburg, So. Africa, to take charge of his firm's office there. He was feted by his office at a luncheon at Wolfert's Roost where he was presented with a cowhide brief case.

Visitors along the Row included: Nick Googan of Cazenovia, Harold Strassman of State Theatre, Glens Falls; Bob Johnson, Smalley Circuit booker; C. D. LaPointe, Chatham; Chas. Deitcher of American Theatre, Schenectady; H. Bernstein of Lincoln Theatre, Schenectady; Mrs. Inez Ferguson of Copake Theatre, Copake. Mrs. Ferguson, incidentally, will soon be affiliated with the Brandt Circuit in New York.

Sid Kulick of Bell Pictures in town visiting the Row and Warner Bros. Theatres' office.

Harry Thomas, president of PRC, was in town for the formal opening of the PRC office on North Pearl Street, North Broadway, Albany. Hosts of the day included Joseph Miller, district manager; Jack Armm, branch manager, Bert Armm, salesman, Harry Rabinowitz, booker.

Joe Shure, booker and buyer for Fabian Upstate Theatres during the past 7 years has resigned to enter business for himself in California. He is succeeded by Joe Saperstein, former manager of the Grand, Albany. Milt Schosberg, managing director for the Proctor at Troy, has been appointed supervisor for the Fabian houses in Albany, Cohoes, Catskill and Schenectady.

Mrs. Mary J. Ellsworth of the Cooperstown Theatre and home office was tended a surprise farewell party upon her retirement after 24 years of service. Her place has been temporarily filled by Helen Thayer, former home office employe just out of the Wac.

MONTREAL

A resolution by the Youth Bureau here has been forwarded to Premier Duplessis and Mayor Houde urging an amendment to the Motion Picture Act of 1928. The motion asks that children of nine years be admitted to theatres, whereas the age limit is now 16. The motion also asks that a censor board be formed of Protestant and Catholic public information groups to classify films for children. A severe fine was recommended for violations. The resolution noted the Act followed the Laurier Palace fire and that it "deprives children of enjoyable recreation and wholesome education, and encourages disrespect for civil law." (Many youngsters get by the box-office despite vigilance on part of the management). It pointed out that "halls and basements in which films are now being shown lack proper safeguards and supervision, thus endangering the lives of youth." On the other hand, theatres, it says, "are provided with every facility for the safeguard of the lives of those who attend them, and are the object of rigid inspection."

Bad luck continued to dog theatremen locally. Fire broke out in the Crystal Palace. It started in the electric motor of the water cooler in the rear of the house. Jean Dufort, assistant manager, and Walter Ferron turned on the lights and requested patrons in the half-filled cinema to walk out quietly. There was no undue excitement.

"Wonder man" stayed at Loew's for a third week and did well, as do most musicals in Montreal. "Kiss and Tell" moved into its second week with queues on the sidewalk for every performance. "Johnny Angel" opened at the Capitol and contains the kind of stuff which will put it over in a big way, while the Imperial carried on with "The Daltons Ride Again." "Pinocchio" comes back to the Princess but will stay one week only.

After 13 different communications Dr. Lloyd White, of a Toronto school, has managed to return to the U. S. films used for educational purposes. "It's not difficult to import U. S. made films for school use," declared Dr. White, "but it's a tough job to return them. It took three weeks before I got all bases touched."

DES MOINES

A new state booking service, the West-Independent Associated Theatres, has been formed at Des Moines by Don G. West, formerly booker with circuit houses.

Donald Henry has purchased the Opera House at Sutherland from C. L. Sharron who is leaving shortly for a vacation trip in Florida.

Albert Ackerman, discharged from service, has returned as manager of the State Theatre at Sioux City for Tri-States.

Rose Allender of Tri-States' accounting department is reported recovering from a major operation.

PRC District Manager Max Roth has awarded a $50 bond to Borge Iversen of the State Theatre at Cedar Rapids for his campaign on "Enchanted Forest."

Martha McCoy, former Warner Bros. employe, is the new biller at Republic.

RKO District Manager John Redmond visited the RKO exchange and the RKO-Orpheum Theatre at Des Moines. F. T. Murray, manager of branch operations, New York, was in Des Moines visiting the Universal exchange. Ben Katz, Universal exploitation man, was in Des Moines working on "Scarlet Street."

COLUMBUS

Extended engagements of "The Bells of St. Marys" were played by J. Real Neth neighborhood theatres. Despite its 25-day first-run here, the Bing Crosby-Ingrid Bergman picture played five days at the State, Eastern and Clinton and is in for a full week at the Lincoln and Bexley. Normal run at the Neth theatres is three to four days.

Johnny Hatfield, former barman at the Variety Club, is back at the old stand. Johnny served a hitch in the Navy from which he was discharged recently.

Mrs. Charles E. Kennedy, former Ohio cashier, reports that her husband, former assistant manager of the Ohio, received a promotion to first lieutenant. Lt. Kennedy is stationed with the Army on Samar Island in the Philippines.



LITTLE LEO. William R. Ferguson, MGM director of exploitation, presents Margaret O'Brien with Little Leo on her recent visit to New York where she was feted by 18 licensees of various products using her name. The event took place at the Waldorf Astoria, with C. L. Carrier of Ferguson's department handling arrangements.

Walter A. Fox, vice-president of Banc Ohio Corporation, is a new associate member of the Variety Club, Tent No. 2.

Mayor James A. Rhodes proclaimed Tars and Spars recruiting week during the local run here at the Broad. Members of the Quota Club, business and professional women's organization, formed a "picket" line of 20 women in a march along High Street to aid the current recruiting drive.

Mrs. Frank LeSueur, who was a Harvey House cashier 26 years ago in Hutchinson, Kansas, was a guest of the Ohio at opening of "The Harvey Girls." She was then Miss Viola Rather, native of Cherokee, Oklahoma.

Danny Flavin, Ohio State *Journal* columnist and relief theatre editor, is back on the *Journal* staff, serving temporarily on the copy desk. Flavin, who spent a year in the Navy in Chicago, expects to resume his weekly column soon.

The materials scarcity and other construction uncertainties have indefinitely postponed construction of the proposed new Driving Park neighborhood theatre and the new Olentangy Theatre, which will replace the present theatre of that name at High Street and Tompkins.

The teen-age radio show, called Hi-Jinx, will be broadcast over WCOL on Saturday mornings from the Ohio stage. Presenting local amateur talent, the program is sponsored by Lazarus. The show will precede the regular Ohio program.

Hesitation of Martha McNabb, Southern Theatre cashier, frightened a short-change artist who had presented an odd $10 bill. The man fled without his change. Inspection showed that half of a $1 bill was pasted to a split $10 bill. FBI agents are investigating.

PORTLAND

A three-day conference at Seattle of Altec Service of the Western division, brought out technical discussions regarding the types of new theatre equipment. Among those in attendance were G. L. Carrington, president; H. M. Bessey, vice-president; E. O. Wilsche, assistant and C. S. Perkins, manager commercial engineering.

Richard Varno, American Seating Company is visiting Portland and Seattle exchanges.

Sarah Eldridge returned to Seattle row as assistant cashier at Universal.

Reported opening of new exchanges by Screen Guild in Portland and Seattle.

Ralph H. Dunhas has taken over the Lee Theatre in Sprague, Wash., formerly operated by the Flick circuit.

Helen Connor has joined the contract department at Seattle Paramount, and Grace Sherrod is an addition to their accounting department.

Jack Kloepper of Film Classics has moved his main office from Portland to Seattle.

Lieut. James O'Connell, formerly city manager for Evergreen State, has joined the purchasing department in Seattle headquarters.

MGM Auditor Ed Urshel, is visiting Portland and Seattle exchanges.

MGM salesmen Arne Eichenlaub, Harry Landstrom and Wally Rucker, together with Ted Galanter, exploitation representative, back from New York conference.

Mr. and Mrs. West Johnson, owners of World Attractions Company, Eugene, Ore. and operating the Helig and Mayflower theatres announce another new theatre to be added to their chain. It will be known as the Hawaii and will seat 1500.

Sgt. Mark Marzoll, and his famous dog "Boots" were on Film Row.

LeRoy Johnson, L. O. Lukan, officers of Independent Theatre Owners, accompanied by their wives, were attending the PCCITO meet-

(*Continued on Page 32*)

REGIONAL NEWSREEL

(*Continued from Page* 31)

ing in Los Angeles.

John McKeenan has been named as booker for Jensen VonHerberg following his release from U. S. Army.

Eddie Yarborough, 20th-Fox supervisor of exploitation, accompanied by Frank Jenkins, is visiting Portland and Seattle trade areas.

Paul Outerbridge, Paramount auditor, is visiting Portland and Seattle exchanges.

HARTFORD

All previous box-office records at E. M. Loew's Theatre, Hartford, were shattered over the past weekend by Columbia's "Bandit of Sherwood Forest."

In connection with the promotion campaign for "Bandit," E. M. Loew's Theatre conducted an essay contest, offering guest tickets to the best answers to the question: "What would you do if you were Robin Hood's son, living today?" Landers got plenty of entrants, but at this writing the question giving him most concern is: what to do about all those customers who want in when every seat in the house is occupied!

Speaking of new box-office records, Warners' Regal also hit new highs with the surprising showing of "The Daltons Ride Again." The most astonished manager in town over the week-end was Frank Morin, who had started packing them in as early as Wednesday, and Sunday, alone, turned away more than 1500 would-be patrons. It had been planned to move "Bells of St. Mary's" down to the Regal from the Strand for a third week's showing, but in the face of "Dalton" popularity, the bad boys of the early West will ride through a second Regal week with "Bells" continuing to ring at the Strand.

The "Cinderella" contest being sponsored by Jim McCarthy of the Strand, Hartford, is proving extremely popular with local lassies, more than 1000 of whom have to date entered Sage-Allen's store to try on the tiny plastic slipper. Several of the plastic slippers have been ruined by ambitious gals with over-sized feet, and Manager McCarthy was fearful about the supply holding out until contest conclusion, Wednesday, February 27. More than 50 excited girls have qualified as to fitting the slipper, so final decision will rest with the fashion editors of the *Courant* and *Times*.

BOSTON

Benjamin Domingo, manager of the RKO Boston Theatre, is staging a rhumba-samba contest here on Monday and Tuesday, March 4 and 5, with the finals to be held on March 6. Ciro Rimac, will be the judge of the contest. The winners will be given cash awards and the runners-up will be awarded free dancing courses at the Arthur Murray studio here in Boston.

Ben Abrams, Monogram branch manager, recently spent a few days in New York City attending the eastern sales managers' meeting.

Irving Isaacs, proprietor of the Telepix Theatre, has taken a prominent part in the Foreign Federation work here and is one of the organization's most active members.

Charles Carroll, publicist, who has been in the United States Navy for the past four years expects to be discharged shortly.

Warner Publicist Art Moger is a cartoonist of real ability and several of his better cartoons have appeared in Massachusetts papers.

George McConville, a recently returned war veteran, has been employed in the Columbia booking department.

Over at Paramount everyone welcomed back Ann Harrington, who has returned after a six-week illness.

At Columbia, Abe Barry, chief booker, recently returned to the storms and blizzards of New England after spending an enjoyable vacation in the Southlands.

Monogram Vice-President Herman Rifkin recently returned from New York City after attending the board of directors' meeting. Paul Kessler of Holyoke and Charles Hurley recently visited Mr. Rifkin's and also attended the dinner for Steve Broidy.

The public will assist in renaming the recently renovated Shawmut in Roxbury through the efforts of Harry Browning, publicist at M and P. The person submitting the most appropriate name will win a $100 Victory bond.

Nate Furst has been made district manager at Monogram for the New York and New England districts.

The latest site reported for the new Hotel Ford which includes a theatre is said to be on a triangular plot of ground presently occupied by stores and office buildings at Copley Square. The Copley Theatre also occupies this space.

ATLANTA

The University of Georgia has been selected as southeastern headquarters of the Southern Educational Film Production Service. Established recently with an initial grant of $40,000 from the Rockefeller Foundation's General Education Board, the service will produce films for the various units of the state university system.

Howard Hughes' "The Outlaw," released through UA, was approved by Christine Smith, Atlanta city censor, and will open at Loew's March 7. The same day Miss Smith screened the picture, it was banned in Memphis, Tenn., where Censor Lloyd T. Binford, after seeing it four times, ruled it out on grounds that it "contained too much shooting." Binford banned "The Southerner" and "Brewster's Millions," which Miss Smith okayed for Atlanta. He gave "Scarlet Street" a green light, while Miss Smith banned it in toto.

J. D. Woodard, Warner Bros. publicity ace, away to Miami to pave the way for "Saratoga Trunk."

J. R. Grainger, president and general sales manager of Republic Pictures, visited the local branch.

Ching Allen, Prairie Division manager of UA, visited the local exchange which he headed until a few weeks ago.

Film Row Visitors: Nat Williams, Thomasville, Ga., who was driving a new Ford; Ernest Martin, Grand Theatre, Montezuma, Ga.; Furman Rogers, Macon Theatre, Tuskegee, Ala.; Walter Morris, Knoxville and Oak Ridge, Tenn.; H. L. Hardman, Trion Theatre, Trion, Ga.

Jules Goldman, formerly head booker at Warner Bros., has transferred to Indianapolis. Raymond Edwards, recently released from the Navy, replaces him. This was Edwards' old post.

John Jarvis, former sales representative of PRC, is now representing Columbia in the Alabama territory.

Morris Fridlin has taken over as manager of the DeSoto Theatre, Lake City, Fla.

Jack White, of Cleveland, Ga., just out of the Navy, announces he is beginning at once construction of a modern theatre in his home town.

VANCOUVER

R. E. W. Fairleigh of Dominion Theatre Equipments who opened a branch in Seattle recently and now makes his home there, has secured the Washington State rights for Foto Nite and is busy getting it set in theatres in Seattle and other spots.

Frank Kershaw former B. C. head for Famous Players, has secured the Canadian Agency for the Manley popcorn machine. He will make Victoria his headquarters for the Dominion.

Business was very brisk here this week. "Kitty" at the Capitol broke the house record for the first week and is still going strong. "San Antonio" also big at the Orpheum. Vancouver first runs follow: "The Daltons Ride Again," Plaza; "She Wouldn't Say Yes," Vogue; "And Then There Were None," Strand; "The Crime Doctors Warning," Dominion; "Tiger Woman," Beacon.

Famous Players announced the following changes in their Vancouver set-up: Diana Sinclair resigned as manager of the Alma, replaced by Cecil Cameron from Kerrisdale; Dave Edward of the Victoria, resigned account of ill-health, succeeded by Mel Stackhouse from the Windsor; Larry New out of the navy takes over the Windsor; Jack Burdick out of the RCAF replaces Cameron at Kerrisdale; Dick Letts from the army replaces Amy Brewster at the Stanley. FPC have now replaced all their lady managers in British Columbia by former managers from the armed forces.

On account of the many outlying districts in the province, British Columbia will be able to use the National Film Board volunteer projection service. NFB has now enough trained projectionists to show in 60 urban centres across B. C. and the service is expected to be in full use by summer.

Regina, Saskatchewan, citizens have accepted the suggestion of two ex-servicemen, Arthur Beigler and John Stewart, to build a theatre at Regina Beach at a cost of 16,000, with Beach residents and cottage owners as shareholders. The house will seat 450, and chairs will be removable so that dances can also be held in the building.

Lou Karp of the Toronto head office of Famous Players and recently discharged from the



ATTEND 'TOMORROW IS FOREVER' PREMIERE. World premiere of International Pictures' "Tomorrow Is Forever," an RKO Radio release, was held one night last week at the Winter Garden, New York. Among those attending were (left) Sol Schwartz, RKO Theatres vice-president, and Mrs. Schwartz; (center) Julius Joelson, executive of J & J Theatres, New York, and Mrs. Joelson; and (right) William J. Heineman, vice-president and general manager of United World Pictures, and Mrs. Heineman.

REGIONAL NEWSREEL

RCAF is moving out to Vancouver and will be assistant to Cecil Neville, British Columbia district booker. Jack Fisher, former FP theatre manager, recently out of the army, will be assistant to Bill Forward of General Theatre Supply Co.

Harry Howard, owner of Theatre Equipments here, a returned RCAF veteran, was named vice-president of Canadian Legion Branch No. 66 at Lillooet, B. C.

The Orpheum Theatre girls are advanced with that spring feeling. Three girls announced their engagements in one week: Jean Coe, Gwen Walker and Edith Pahl, Orpheum ushers and cashier.

Dennis Birchenough, formerly with PRC here, was appointed shipper at 20th-Fox, following Donald Findlay's resignation. Hank Goodman from United Artists takes over as shipper at Empire-Universal Films, succeeding Sam Isman.

Doug Miller, owner of the Rex Theatre, Taber, Alberta, and Mayor of that town, was a visitor to Vancouver and Pacific points, looking over show spots.

Excellent reports were turned in by the city fire inspector on his recent annual fire inspection and staff drills at the Capitol and Orpheum. Managers and employes alike drew praise for their efficiency and alertness.

BUFFALO

Every one along the Row extends best wishes to Lee Gross, Shea booker, for a speedy recovery from her recent automobile accident.

J. D. Kendis, Continental Pictures, Hollywood, stopped off here en route to Boston.

Lloyd Lind, assistant general sales manager and vice-president of PRC, conferred with Lou Leiser, Local Branch Manager.

Joe Miller, district PRC manager, in from Albany.

Best wishes for a speedy recovery to Mary Carr, Paramount and Billie MacRherson, wife of Mac at Monogram.

Bill MacCallum, Modern Talking Pictures, in for a brief visit from New York.

Jeanette Berliner, is the new office manager at Universal, transferred here from New York.

The entire Paramount staff are making Warners' third floor their temporary headquarters while their office is being remodeled.

PITTSBURGH

Saal Gottlieb, branch manager for MGM, one of the winners of a trip to South America in the sales contest which closed recently, left this week from Miami, Florida, by airplane, along with the other lucky winners. As a result of their good work in the drive, all employes of the local exchange were awarded an extra week's salary.

At an election held this week the following officers of the 20th Century-Fox Family Club were elected for the coming year: Betty Miller, president; Catherine Larkin, secretary; Bernadette Larkin, treasurer; Helen Torbich, vice-president; directors: Jack Ellstrom, Ellwood Ohleger, Helen Schu and Rosalie Miller. A St. Patrick's Day party will be held for the installation of the new officers.

A new addition to the Columbia sales staff is Byron Keyhan, recently honorably discharged by the navy, who has been assigned to the Main Line territory. Before entering the service Keyhan was a salesman for Universal in the Buffalo area.

The AMPTO of Western Pennsylvania has announced that a meeting of vital importance will be held on Tuesday, March 5, in the Cardinal Room of the Hotel William Penn, to which all independent exhibitors throughout the territory are invited.



SMILE AS THEY SIGN. The legal actions under which Gene Autry sought freedom from certain contractural obligations to Republic Pictures under a pact that predated the cowboy star's army service are over with and Autry with a smile signs up to make pictures for his old boss, Herbert J. Yates, head of Republic production.

A son was born to Mr. and Mrs. R. R. McGreevey, of the Adelphi Theatre, Reynoldsville, Pa., in the DuBois Hospital, last week.

The marriage of John Bello, son of the veteran exhibitor Thomas Bello, who operates theatres in Nanty-Glo, Pa., to Miss Garnet Oldham, on February 4, has just been announced.

William Satori, who recently resigned as sales representative for the local Universal exchange after eight years' service, has been appointed general sales manager for Monogram Pictures in Europe, for which he will leave within the next few weeks. Upon arrival there he will take a bride, Miss Olly Heinz, whom he met in Vienna in 1939 before the war.

PHILADELPHIA

The Film Center Restaurant changed hands this week, with Gus Beckett, brother of "Nucky" Beckett taking charge.

With the resignation of booker Henry Rosenfeld at Columbia, Alex Sweizer, Paramount booker, has moved over to take Henry's place.

Sidney Hirsch of Columbia's foreign department is in town for several weeks learning the ropes of exchange operation.

It's a girl for Albert M. Cohen and his wife at the Jefferson Hospital. Daddy is the local film attorney, and an executive of the Motion Picture Associates, besides being a commander of the Variety Post of the American Legion.

Elaine Gerber is the new stenographer in the Columbia exchange.

Harold Brason, manager at the Diamond Theatre, has resigned from Warner Bros. Theatres to become manager of the Fox Theatre. He replaces Hadden Matthews, who resigned.

Bobbie Kilgore, secretary to Maurice Gable, Stanley-Warner downtown district manager and Ex-Corporal Paul Rothwell have announced their engagement, with an April wedding scheduled.

The Earle Theatre is on a straight picture policy this week due to a reported shortage of stage shows. "Whistle Stop" is the attraction, which may be in for two weeks.

The snowstorm this past week, which reached tremendous proportions in the mountain regions, had the film salesmen in the upstate territories staying close to their hotel firesides.

Paul Castello's district of the Warner Club held a party at Palumbo's recently for his managers who had been in service and have now been discharged. The men who returned are Dick Parks, now manager of the Harrowgate; Dick Raesley, now manager of the Oxford; Jack Crowley, now manager of the Imperial 2nd St.; Marty Goldberg, rotating manager; and John Nierenberg and Norman Bailey.

MILWAUKEE

Paul Hesse, for 15 years manager of the Esquire Theatre in Chicago, has leased the Vilas and Eagle theatres at Eagle River, Wis. The former owners were Leonard Jacobs and I. Lavine. Ownership changed in January. The lease runs for 15 years.

Theatre managers here face a teen-age problem that probably does not bother operators in other cities, as Milwaukee has a number of former vaudeville and legitimate theatres that have been converted into movie houses. Such theatres have loges, boxes, balconies and galleries, which, although roped off to keep out patrons except the overflow, offer good rendevous for lovers, who sneak past the ropes, and aided by the semi-darkness, are hard to detect. Some such theatres are compelled to have special men on the job to dislodge such unwelcome patrons, who only laugh at lady ushers if told to vacate the unused sections of the house.

L. F. Thurwachter of Waukesha, owner and operator of the three movie houses in that city —the Avalon, Pix and Plaza, was a pall bearer at the funeral of Walter R. Frame, president of the Waukesha National Bank, who died in Florida on Feb. 20. The funeral was held in Waukesha.

NEW ORLEANS

Construction of a new exchange building to house Universal Pictures was reported contemplated here by Harry Graham, southern district manager on a recent visit. Graham said the company had purchased a large area of ground space on Cleveland Ave., in the heart of the film center and will erect a modern exchange building shortly which will house Universal and J. Arthur Rank's New World Wide. Though both organizations will be housed together, they will maintain separate sales staffs. Universal will build new exchanges in practically every film center, Graham said.

Levere C. Montgomery of Film Service and Joy Theatres, Inc., who just recently returned from a trip through Louisiana and Mississippi in an effort to further organize and independent theatre owners associations in this territory, reports that the plan was well received. A New Orleans' Independent Theatres Owners association has already been formed.

MGM exchange manager Jimmie Briant is off on the clipper for his trip to Rio in connection with the recent contest.

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CHECK-UP ON PRODUCT IN WORK

Independent Producers Face Problem of the Lack of Studio Space; Film Companies About Evenly Divided On Production Pace, With RKO, Paramount in Lead

UNITED ARTISTS Has Three Pictures Shooting; May Be Hit by Lack of Studio Space—Although UA has three pictures before the cameras, its independent producers are worried because of lack of space. Samuel Goldwyn announced that he will take all of his studio space for his own productions and RKO Pathe also revealed that it will take on no additional commitments for independent productions. Up to now, Cagney, Seymour Nebenzal, Comet (Buddy Rogers-Ralph Cohn) and Jules Levey Productions have operated from the Goldwyn lot; and in the past, Edward Small, Sol Lesser and David Selznick have produced at RKO Pathe.

The trio of films now before the cameras include Hunt Stromberg's "The Strange Woman," starring Hedy LaMarr, and moving into the final stages of shooting; "Angel On My Shoulder," Charles R. Rogers Production; and "Mr. Ace and the Queen," Benedict Bogeaus picture, which has been retarded by the illness of George Raft.

Momentarily expected to start are Samuel Goldwyn's "Glory For Me" and Andrew Stone's "The Bachelor's Daughters." David L. Loew's "A Night in Casablanca," starring the Marx Brothers, will be released soon.

Latest addition to the UA roster is Signet Productions, whose guiding hands are Charles Chaplin and Arthur W. Kelly. The first of this unit's productions is scheduled for April shooting.

Hunt Stromberg signed veteran producer Tay Garnett to a deal whereby Garnett will produce and direct.

* * *

METRO-GOLDWYN-MAYER Is Slowing Up on Actual Production; Illness Holds Up Big Picture—This studio is running behind its usual accelerated production tempo, with comparatively little activity in progress. Only five pictures are before the cameras. These include "Tenth Avenue Angel," starring Margaret O'Brien, which just started; "Till the Clouds Roll By," rolling into its sixth week; "You Were There," starring Robert Taylor and Katherine Hepburn; "The Showoff," Red Skelton vehicle and "A Woman of My Own."

George Cukor directs and Arthur Hornblow, Jr. produces "A Woman of My Own," most recent film on the MGM schedule. Just started, according to studio announcement, the picture stars Greer Garson and Robert Montgomery.

* * *

20TH CENTURY-FOX Lets Up a Bit on Production, but Pace Still Strong; Numerous Films Being Edited—Following the terrific pace at which this studio has been going, it was only natural that some let-up should occur in shooting. Six and seven films have been before the cameras, leading Hollywood lots by a wide margin, but this week finds four going. However, with all the shooting that has occurred in the past weeks, 20th-Fox has a good many films in the editing phase or being scored.

Still rolling is "The Shocking Miss Pilgrim," which is ended to all intents and purposes except for brushing up. This musical, starring Betty Grable and Dick Haymes, has had a long shooting schedule. "Margie," a Technicolor special starring Jeanne Crane, is progressing nicely; and "Three Little Girls in Blue," another Technicolor feature, is winding. "It Shouldn't Happen to a Dog" has finished. Just started is "Claudia and David," produced by William Perlberg.

"Forever Amber" was scheduled to start Monday.

* * *

MONOGRAM Still Dark as Far as Shooting Goes; Next Week Finds Increased Activity—This studio has been silent on the production front for a longer period than customary. However, Monday found Jeffrey Bernerd's "Don't Gamble With Strangers" going before the lensmen; and "High School Scandals," Teen-Age series release number two, gets started at th end of the week.

The next in the "Shadow" series, "The Shadow's Adventure," will roll next month. Next month is also on the docket for the King Brothers version of "The Hunted."

Lindsley Parsons has been announced as the latest acquisition by Monogram to its growing list of independent producers.

This month finds the next Cisco Kid rolling. Incidentally, Monogram has an added advantage in this series with the coming on the air of the "Adventures of the Cisco Kid," half-hour broadcast covering all Mutual stations.

* * *

RKO RADIO Maintains Large Independent Roster; Production Is Going Strong—The latest addition to the large group of independent producers releasing under RKO's banner is the combination of Charles Einfield and David Loew. The unusual number of independents now going at RKO insures not only a high percentage of reliable product, but a steady flow. This is graphically indicated by present schedules, which reveal five pictures before the cameras.

"Crack-Up," starring Pat O'Brien, finished and is now being edited. Most recent starters are "Child of Divorce" and "Sinbad the Sailor." "Double Trouble," a comedy drama, finally ended its shooting and is in the cutting room. Final recording and scoring is just about through for the LeRoy-Lasky production, "Without Reservations." The picture gets trade shown on April 15.

John Miljan, who has loaned his suave polish to gentlemanly roles in the past, will show up as a bum in RKO's "Sinbad the Sailor," Technicolor feature with Douglas Fairbanks, Jr., Maureen O'Hara and Walter Slezak.

RKO is rushing "Child of Divorce"

(*Continued on Page* 36)

Short May Make Picture With Aid of Exhibitors

Paul Short, who holds exclusive motion picture, radio, legitimate stage, and television rights to the Frances Parkinson Keyes novels, is considering the sale of all the manuscripts, including "Crescent Carnival," "Also the Hills," "Senator Marlowe's Daughter," "Honor Bright" and others, in a package deal.

Single exception would be "The River Road," which Short may produce himself independently with the financial aid of prominent exhibitors throughout the country who have evidenced their faith in his ability by urging him to proceed with the production.

'Up in Central Park' To Be Durbin Vehicle

Universal has purchased the motion picture rights to the Michael Todd musical, "Up in Central Park," as a starring vehicle for Deanna Durbin. Production will start early in 1947 after Miss Durbin makes "Josephine," a comedy based on the play by Ferenc Molnar.

Although Todd is to produce pictures for Universal, "Up in Central Park" is to be made exclusive of this arrangement. Felix Jackson, Miss Durbin's husband, will produce.

RKO Stock Company Now Numbers 47

RKO Radio Studio now has a stock company of 47 young players, 29 of them young men. Practically all of them are recruits from Little Theatres and college drama groups, with a smattering of models and cover girls among the women.

Both men and girls are training in the studio coaching school under Lillian Albertson and studying voice culture with Robert Keith. All are being familiarized with the technique of film making by playing small roles in various pictures.

Zorina in 'Lesson'

Vera Zorina is in Hollywood preparing for her co-starring role in Universal's "Lesson in Love" with Lucille Ball and George Brent. William Seiter directs for writer-producers Michael Fessier and Ernest Pagano.

Sanucci Scores 'Skies'

Frank Sanucci has been assigned to prepare and conduct the musical score for "'Neath Mexican Skies," next Monogram musical to star Jimmy Wakely with Lee "Lasses" White. Oliver Drake will produce and direct.

Prize Winner for Capra

International Photographic Award winner Victor Milner will crank the camera on "It's a Wonderful Life," Frank Capra's first for Liberty Films distributed through RKO.

Tansman Scoring 'Kenny'

Alexandre Tansman, one-time Nazi refugee conductor and composer, who scored French films, will write the musical score for RKO's "Sister Kenny," which stars Rosalind Russell and Alexander Knox.

HOLLYWOOD



LIBERTY'S MANPOWER. Shown above in a jovial mood are the four men (William Wyler, Frank Capra, George Stevens and Samuel J. Briskin) who head the recently formed Liberty Films. Their first picture, "It's a Wonderful Life," starring Jimmy Stewart, is scheduled to get under way this month for RKO Radio release.

Liberty Heads Reveal Production Policy

Production aims and company policy of Liberty Films were outlined last week by Frank Capra, George Stevens, William Wyler and Samuel J. Briskin in Hollywood. With the accent on escapist fare, the four men, who have an equal investment in the company, plan to make a minimum of one and not more than three big-budget films per year for RKO Radio release.

Each of the three producer-directors (Capra, who is also president; Stevens and Wyler, who are vice-presidents) will personally produce and direct three productions. Briskin, as production executive, will coordinate the operation of the three units and handle the production and executive management of the company. Briskin is also vice-president and treasurer.

The four men expect to have "It's a Wonderful Life," which Capra is to make, ready for release in 1946, with the possibility of finishing another. Story rights acquired by the company include "One Big Happy Family," which Stevens will produce and direct, "It Must Be Love," "No Other Man" and "The Flying Yorkshireman."

To Direct 'Magic City'

William A. Wellman is scheduled to report at the RKO Radio studios May 1 to direct "The Magic City" for Robert Riskin Productions. Wellman is now preparing to make "Gallant Journey" for Columbia.

O'Shea Signs Bambi Linn

Bambi Linn, young dancing star of the Broadway success, "Carousel," has been signed to a long-term film contract by Daniel T. O'Shea, president of Vanguard Films.

'Bella Donna' to Small

Edward Small has been signed by International Pictures to produce "Bella Donna," which will star Merle Oberon and Charles Korvin, with Robert Thoeren contributing the screenplay. Production is scheduled for early May.

Sign Words and Music

David L. Loew and Albert Lewin have signed Jack Lawrence and Irving Drutman to write the music and lyrics for their United Artists release, "Bel Ami."

STUDIO NEWS & PROGRAM NOTES

Hitchcock to Direct 'Paradine Case' for Selznick; Joan Caulfield Set to Co-Star in Bing Crosby Film

Dorothy Patrick will play the role of Mrs. Kern in the MGM Technicolor film, "Till the Clouds Roll By," which co-stars Judy Garland and Robert Walker.

Abby Berlin was named to direct "Blondie Knows Best," fourth picture in Columbia's "Blondie" series to be made since it was renewed last year. Film is scheduled to roll the end of this month.

Joan Caulfield will co-star with Bing Crosby and Barry Fitzgerald in "Welcome Stranger" for Paramount. Production will start soon, with Elliott Nugent assigned to direct. Original story is by Frank Butler.

Josef Berne will produce and direct the John Raitt starrer, "Down by the Rio," which PRC will make this summer in color. Jack Preston is basing his screenplay on the familiar poem, "Lasca," by Frank Desprez.

Armand Schaefer has been set to produce the original story by Evelyn Hope, "GI War Brides," recently purchased by Republic. Picture is scheduled to go before cameras in late summer, and John K. Butler will write the screenplay.

Irene Ryan has been signed by RKO for a featured role in "Desirable Woman." She joins a cast which includes Joan Bennett, Robert Ryan, Charles Bickford, Virginia Huston, Glenn Vernon and Walter Sande. Jean Renoir directs and Jack J. Gross is executive producer.

Maureen O'Hara is set for the feminine lead in the 20th-Fox Technicolor film, "The Homestretch," which Robert Bassler will produce and Sally Benson script.

Helen Walker will play the feminine romantic lead opposite Randolph Scott in the 20th-Fox picture, "Home Sweet Homicide." Already set for top roles are Peggy Ann Garner, Barbara Whiting and Connie Marshall.

Alfred Hitchcock's next directorial assignment for David O. Selznick will be "The Paradine Case," brilliant suspense melodrama by Robert Hichens which was a best seller of a few years ago. Lawrence Olivier will return to America from London to play the leading male role. Production is scheduled to begin in May.

Will Jason was signed by Universal to a long-term directing contract to take effect immediately. His first picture under the new deal will be "Kelly Is My Name," adapted from the *Saturday Evening Post* story, "Running for Rooney," by Sam Hellman.

Five of the eight Warners featured players named by Jack L. Warner for stargrooming in 1946 were announced for "showcase" roles in the forthcoming Errol Flynn starrer, "The Adventures of Don Juan." Martha Vickers, Dorothy Malone, Joan Lorring, Peggy Knudsen and Joan Chandler get important spots in the Technicolor film directed by Robert Florey and produced by Jerry Wald.

Producer Seymour Nebenzal has offered Phillip Yordan $100,000 for movie rights to his new play, "Windy City," scheduled for May 1st opening on Broadway. Nebenzal wants to put this musical, with Chicago gambling background, on his production slate after he finishes "The Chase."

Ella Raines, Rod Cameron and Broderick Crawford were given top roles in Universal's "The Runaround," which Charles Lamont is slated to direct.

John Ridgely, Arthur Freeman and Ian Wolfe have joined the cast of Warners' "A Very Rich Man," starring Sydney Greenstreet and Dane Clark.

Robert Considine, famed war correspondent who wrote "Thirty Seconds Over Tokyo," will join John Lee Mahin and Commander Frank Wead in writing the screenplay for "The Beginning or the End," MGM's story of the atom bomb. Considine will begin script discussions immediately with Director Norman Taurog and Producer Sam Marx.

Forrest Tucker goes into the male lead in Columbia's "Power of Attorney," opposite Lynn Merrick. Picture will be directed by D. Ross Lederman, with Ted Richmond producing.

Major Robert M. Cordell, young hero of the Parachute Troops division of the Office of Strategic Services, will make his screen debut in Paramount's "O.S.S.," starring Alan Ladd and Geraldine Fitzgerald. The young major will also serve in advisory capacity on certain phases of the production, which is directed by Irving Pichel and produced by Richard Maibaum.

Phillip Yordan has been signed to write the original screenplay for "Man in the Moon," which King Bros. will produce for Monogram.

James Ellison, currently starring opposite Anne Gwynne in Republic's "The Ghost Goes Wild," has been signed to a seven-year contract by Republic, according to a studio announcement.

John Berry, who directed Joan Fontaine in the recently completed "From This Day Forward," again will be borrowed by RKO from Paramount to direct Miss Fontaine in "Christabel Caine," when this production gets under way in September.

Buys Second Thurber Yarn

Samuel Goldwyn, who purchased James Thurber's "The Secret Life of Walter Mitty," has purchased another Thurber story, "The Catbird Seat," which first appeared in the *New Yorker*. Meanwhile, "Secret Life" is scheduled to go before the cameras in April, with Danny Kaye starred.

Name 'Runaround' Player

Ella Raines, Rod Cameron and Broderick Crawford have been named by Executive Producer Joseph Gershenson for the top roles in Universal's "The Runaround," which will go into production this month with Charles Lamont directing.

New Mirrophonic Sound
JOE HORNSTEIN *has it!*

HOLLYWOOD

CHECK-UP ON PRODUCT IN WORK

(*Continued from Page* 34)

through to completion to take advantage of the news value inherent in the film. Today marks the 14th day of shooting and plans call for 26 more. The divorce problem is treated in this picture.

"A Likely Story," Bill Williams-Barbara Hale picture, is winding up production.

"Desirable Woman," Joan Bennett starrer, is the oldest film on the lot from a shooting viewpoint. The picture goes into its sixth week.

"Mexican Honeymoon," which was previously announced as starting this week, has been set back. No starting date has been set. Warren Duff will produce.

* * *

PARAMOUNT Production Greater Than At Any Time in Past Several Months; New Contract Given Song-Writing Team—This week finds this studio rolling stronger than it has for some time, with five films before the cameras. Previous weeks have found Paramount shooting two or three. "The Perfect Marriage," a Hal Wallis Production, is finishing; "O.S.S.," starring Alan Ladd and Geraldine Fitzgerald, is a closed set because of the "top secret" nature of the production, but it is common knowledge that the picture is going along nicely.

"Danger Street," Pine-Thomas action thriller, moves into its third week. Jane Withers gets a chance to play her first grown-up role in the part of a magazine editor. Pine-Thomas plan to follow "Danger Street" with "Seven Were Saved," for which location background scenes have already been shot.

"Suddenly It's Spring," starring Fred MacMurray and Paulette Goddard, just finished its first week of shooting. Location sequences have been prepared by Director Mitchell Leisen for the film to depict the arrival of GI war brides. "Perils of Pauline" also is finishing its initial week, and is ready to go on previously selected locations.

Perhaps the most ambitious production this studio has attempted in a long while is "California," which is being edited. Some 90,000 feet of film shot on the picture will have to be whittled down by cutters to around 30,000. Incidentally, the picture marked the 50th appearance on the screen for both Barbara Stanwyck and Ray Milland.

Johnny Burke and Jimmy Van Heusen, ace song-writing team, were placed under long-term contract by Paramount. Their next assignment is "Welcome Stranger," the Bing Crosby starrer.

* * *

UNIVERSAL Has Four Pictures Going; Betters Last Week's Schedule—This studio is a bit more active now than for the past few weeks, with four pictures rolling. "Fandango" is making steady progress. The picture, produced by Edward Kaufman, promises to be a colorful presentation of the life of Rimsky-Korsakoff, famed Russian composer. Other pictures before the cameras include "Little Miss Big," formerly titled "Three Kids and a Queen"; "Inside Job"; and "Lessons in Love."

"Inside Job" started Monday and was followed next day by "Lessons." Abbott and Costello are scheduled to start this Monday on "The Ghost Steps Out," to be produced by Joseph Gershenson and directed by Charles Barton.

Just completed is "Love Takes a Holiday," with Joan Davis, Jack Oakie, and others. The film also includes a number of old-timers, which ought to be a good stunt for exploitation; they are Chester Conklin, Bill Desmond, Stuart Holmes, Gertrude Astor, Claire Whitney, George Bunny and Charlie Murray, Jr.

Universal signed Fred Brady to a long term deal. He is currently working in "Little Miss Big," which is in its second week of production. The studio also announced the purchase of the New York stage hit. "Mexican Hayride," as a future vehicle for Abbott and Costello. Plans call for Michael Todd, who produced the immensely successful Broadway show, to become an independent producer for Universal; he will not handle the screen version of "Mexican Hayride," however.

* * *

COLUMBIA Has Three Pictures Rolling; More to Go Next Week—This studio is as busy as usual, meaning about an average of three pictures before the cameras any one week. By far the most ambitious production Columbia now has is "The Story of Jolson," which is in its 106th day of production. A tremendous amount of care and detail has been invested in this picture, which depicts the life of the famous "Mammy" singer. It marks Sidney Skolsky's departure from column-writing into producing.

The other two pictures now rolling at Columbia are "Power of Attorney" and "The Return of Rusty." "The Devil's Mask," featuring Anita Louise and Jim Bannon, finished last week; and "One Life Too Many," directed by John Sturges, also completed shooting.

Scheduled to start last Monday were "Gallant Journey," extra-budget special based on the life of John J. Montgomery, aviation pioneer, and "The Coffin," latest in the "I Love a Mystery" series.

"Gallant Journey" will receive excellent technical services from Col. C. A. Shoop, holder of the Distinguished Flying Cross, who is to give advice on this film. The studio is planning on using a camera-carrying helicopter to film scenes for the picture.

* * *

REPUBLIC Starts First of Unprecedented Budget Pictures Next Week; Production Up to Par—The first of this studio's three-quarters of a million dollar productions got rolling Monday when "Earl Carroll's Sketchbook" went before the lensmen. Republic will follow this effort with several other similar big-budget offerings.

Roy Rogers' latest, "My Pal, Trigger," should finish around the middle of March. Also shooting at this time are "The Twisted Circle," which started last week, and "Santa Fe Uprising," first of the Red Ryder series with Allan Lane as the star. "Circle," produced by William O'Sullivan, includes Adele Mara and William Frawley in the player lineup.



BEWARE, VAN JOHNSON! Producer Dore Schary (right) beams on Guy Madison, hailed as a current threat to Van Johnson's popularity, who makes his film debut as a co-star with Dorothy McGuire in RKO Radio's "Till the End of Time."

"Rendezvous With Annie," to star Eddie Albert, is the next large-budget film to go. It rolls March 11.

"The Scarlet Shadow" serial has been changed to "The Crimson Ghost." Ron Davidson will produce and William Whitney and Fred Brannon will serve as co-directors. It will start late this month.

Olive Cooper is working on the final screenplay for the initial Gene Autry picture, scheduled to roll next month.

The fourth picture now working for this studio is "The Fabulous Suzanne," a Steve Sekely Production. This film will have the distinction of shooting in four studios before it is completed, due to lack of studio space. The cast includes Barbara Britton, Bill Henry, Rudy Vallee, Otto Kruger and Veda Ann Borg.

* * *

PRC Plans to Make Come-back in Production This Month; One Picture Already Going—This company, dormant for such a long time, plans to start six films during March. One, "Avalanche," is already going and is virtually completed. This picture was the first made by PRC's new affiliate, Imperial Films, with Pat DiCicco at the helm. The cast of "Avalanche," which has been shooting on location at Alta, Utah, includes Bruce Cabot, Roscoe Karns, Helen Mowery, Veda Ann Borg, Syd Saylor and Harry Hays Morgan.

* * *

WARNER BROTHERS Remains Same on Production Matters; Three Films Being Photographed—This studio is still running slowly, with only three pictures going. "Humoresque" and "The Sentence" have both been in production for some time, while "A Very Rich Man" moves into its fourth week. This means a surprising lack of new material before the cameras. As long as the company has so many properties produced and yet to be released, however, it can rest on its past production laurels.

"Life With Father" is the most likely picture to start. Originally set to start this week, there is now no definite date, but it can be expected to roll any day.

"The Sentence" spent its sixth week on location at San Francisco, where ferry boat scenes were shot with Ann Sheridan and Kent Smith. Director Vincent Sherman also used San Francisco newspapermen for reporter roles in the picture.

"Humoresque" had three units shooting simultaneously in its ninth week of production.

* * *

HAL ROACH Starts First Picture; May Help Independents—Roach sends his first film into production since his entrance into service. "The Fabulous Joe" is scheduled to roll Monday.

The veteran producer may allow independents to rent space on his newly renovated lot, which would clear up the production problem considerably for some of the independent producers. Plans are being drawn for two additional shooting stages, which makes a total of seven on the lot.

* * *

INTERNATIONAL Acquires Small Property; Plans for Early Release—Edward Small, formerly an independent producer releasing through United Artists, sold his "Bella Donna" to International and will produce the picture. This is part of the company's recently announced expansion program to make eight films during 1946, to be released through the newly formed United-World Pictures.

Meanwhile, "The Dark Mirror" continues to roll, after a siege of illness which held up production several days. The picture will probably be completed around the first of next month.

the SHOW BUILDER

A Monthly Feature Dealing With Practical Ideas for Booking And Exploiting

The Short Subject

Paper Sponsors Reel

Something new has been added in Caldwell, Idaho, where a local newspaper sponsors the American Theatre's newsreel, receiving credit on all issues. In return, Manager Irving Simpson gets a two-column itemization of the reels' contents, plus a weekly program column, all for free. Going further, Simpson picks up program type and uses it on government postcards which go to all rural box-holders.

Lewis J. Valentine Debuts In 'Crime Newsreel' Series

Lewis J. Valentine, former Police Commissioner of New York City, has made his debut as a screen actor in "The Crime Newsreel," a short feature and the first of a series now being produced by American Newsreels, Inc., which has Valentine under contract.

Several issues of the new series have been completed and as many more as possible will be finished before the former police head leaves for his assignment with General Douglas MacArthur in Japan to re-organize the civil police system in that country. While in Japan Valentine's contract with American Newsreels will be inactive.

Sportsmanship Series Scheduled by Warners

A series of "Good Sportsmanship" shorts designed to combat the type of "Hitler Youth" movements depicted in "Hitler Lives?" has been placed on the Warner Bros. schedule by Jack L. Warner, executive producer.

First of the subjects, to be produced by Gordon Hollingshead, will be a Technicolor one-reeler tentatively titled "Tennis Town," to be made with the cooperation of Perry Jones, secretary of the Southern California Lawn Tennis Association.

To Cover Bomb Tests

Robert E. Donahue, Sr., RKO Pathe News cameraman and veteran of 30 years of newsreel coverage, is said to be the first newsreel cameraman to leave on assignment to cover the much-discussed atomic bomb tests in the South Pacific, to be known as "Operation Crossroads." He expects to be gone about five months.

Carney's Kiddie Show

Bob Carney, manager of the Lyric in Bridgeport, Conn., put on a triple feature as a special Washington Birthday show this year. Shown were: "Palooka," "The Gentleman From Arizona" and a long animated film review. The children also were given free funny books.

Malneck Completes Short

Matty Malneck and his orchestra have finished their recordings for the Universal short subject being produced by Will Cowan.

Turner Exploits 'People on Paper' Above the Program's Main Feature

It isn't often that a short subject gets more exploitation attention than the feature, but Arthur Turner of the Parsons Theatre, Parsons, Kan., got an idea when he booked MGM's John Nesbitt short: "People on Paper" along with "The Corn Is Green." "People on Paper" tells the inside story about cartoonists and their work; so, thinks Turner, considering that the greater part of our population reads the funnies, this short ought to drag them in if they know about it.

Turner concentrated on the audience appeal of the cartoonists and their strips—familiar names to everyone. Therefore, in his advertising he stressed the names of the following who appear in the short: Milton Caniff (Terry and the Pirates); Chester Gould (Dick Tracy); Al Capp (Li'l Abner); Fred Lanswell (Barney Google and Snuffy Smith); Harold Gray (Little Orphan Annie); Frank King (Gasoline Alley); Raeburn Van Buren (Abbie & Slats); Bud Fisher (Mutt and Jeff); Dick Calkins (Buck Rogers); Chic Young (Blondie); H. H. Knerr (Katzenjammer Kids); Harold Foster (Prince Valiant); and Ham Fisher (Joe Palooka).

Just running your eye through that bunch of names gives you the same impression as an all-star cast, a fact of which Turner took full advantage. He even played up the courtesy lines to the various syndicates with which the producers had made arrangements.

Ten days before opening, the local paper, which has both "Blondie" and "Li'l Abner," was prevailed upon to run the strip together with this copy between: "See Blondie and Li'l Abner and their creators in John Nesbitt's 'People on Paper' at the Parsons Theatre, etc." This was carried right through to the opening gratis. As you can imagine, such a direct aid was invaluable.

Carrying out the same general idea in the matter of copy, Turner then had 1000 handbills inserted in comic books which went on the stands six days before opening date, with another batch handed out house-to-house. This, too, could be considered direct action.

Two other methods also proved effective: schools cooperated with announcements encouraging all art students to see the film and Turner contributed an article to the newspaper's "Picture of the Week" department, in which he did some plain and fancy gushing about the Nesbitt film.

On the theatre proper Turner set up a false front using comic strips for background, a one-sheet, 8x10s, catchlines, and four large paintings of comic strip characters. In large letters across the entire front was carried: "John Nesbitt's Passing Parade, People on Paper." The burden of the message for "The Corn Is Green" was carried on the marquee.



SELLS MOUNTIES. This special lobby set piece by Edward May, Rosetta Theatre, Miami, apparently is a clever adaptation of a standard 3-sheet poster surrounded by stills and art work to make an effective sales accessory. Setpiece was used two weeks in advance of serial opening and used on sidewalk before opening hours and on playdates.

Gets Bus Cooperation On Pete Smith Short

Manager Arthur Turner of the Parsons Theatre, Parsons, Kansas, thought the Pete Smith Specialty, "Bus Pests" so good he decided to back it up with more than just faith—and judging from reports emanating from the Parsons' box-office, Turner was not alone in his belief.

He concluded a tieup with the city bus company whereby for four days in advance of the two-reeler's run at the theatre all city busses displayed sign cloth banners carrying the following copy: "It's Howling, Hilarious, a Laugh Riot! See Public Enemy Number One, *'Bus Pests'.*"

A sign with similar copy was displayed across the interior back of the bus, and another just above the windshield, also on the inside of the bus.

Short also received a review in the local daily.

New Smith Specialty Starts

"Treasures From Trash," the newest Pete Smith Specialty in which "a Smith named Pete" produces and narrates, has gone before the cameras with Dave O'Brien as director, writer and star. Harry Lachman, film director, artist and owner of a string of patio shops about which the action evolves, will appear in the MGM short.

Lantz Cartune Sets Record

Walter Lantz's Cartune, "Poet and Peasant," will play 12,000 theatres, setting a new all-time record for any of this Universal producer's releases.

Clyde Short in Work

"Andy Plays Hookey," two-reel comedy starring Andy Clyde, is now before the cameras at Columbia with Ed Bernds directing. Hugh McCollum produces.

THE SHOW BUILDER



BACKGROUND STAGE DISPLAY. Prominent cut-out lettering plugging "The Monster and the Ape," is seen here just above the heads of the professional master and mistress of ceremonies as they read their scripts via station WWSW, Pittsburgh, as part of the sponsored broadcast that takes place weekly from the stage of the Enright Theatre, before a theatre jam-packed with children who make up "the country's largest kiddie show." Each of the youngsters shown on the stage takes part in the radio broadcast and the children in the audience also are active in the Kiddie Club presentations. Lettering of the overhead stage background reads, "The Monster and the Ape," our new serial here soon. Extra-Greater Serial Thrills Than Ever Before!" Serial received prominent mention in the weekly broadcasts before its opening and during the several weeks of its presentation, as part of Lige Brien's prize-winning exploitation campaign.

Ties in With Coronet To Sell Bugs Bunny

Tieing with the December issue of *Coronet,* which carried a pictorial story on Bugs Bunny, Forrest Thompson of the Majestic Theatre, Dallas, slipped clever messages from Bugs into copies of the magazine at all newsstands.

Tieup was in connection with the showing of "Hare Tonic," which Thompson put over via a campaign that covered the theatre lobby, ads, marquee and screen.

Specialty to Feature Blind Men's Prowess

A group of blind men will exhibit their prowess in bowling, golf, basketball, baseball, horseshoe pitching and riding horses in the forthcoming Specialty, "Playing by Ear," which Pete Smith will produce for MGM. Film will be handled along inspirational lines throughout, with Dave O'Brien directing the story by Davis Barclay and Joe Ansen.

Lantz Sets 'William Tell' As Next in Series

Walter Lantz will make a Cartune entitled, "William Tell Overture," based on the famed Rossini composition, as one of his Musical Miniatures series for Universal. The subject, third in the new group, follows "Poet and Peasant" and "Chopin's Musical Moments." Dick Lundy will direct.

Smith Readies New Series

Pete Smith, MGM shorts subject producer, has started preparations for his next series, to mark his 16th year of picture making. Smith recently completed recording narrations for "Studio Visit" and "Equestrienne Quiz," his last two specialties for the current season.

Howard Comedy Starts

Cameras started rolling last week on Columbia's new Shemp Howard two-reel comedy, "Bad Breaks," with Edward Bernds directing and Hugh McCollum producing. Cast includes Christine McIntyre, Dick Curtis and Vernon Dent.

SHORT SUBJECT REVIEWS

Days of '76 *(Interesting)*

WB (1512) Sports Parade 10 mins.

How the citizens revive the days of '76 in Deadwood, historic home of Wild Bill Hickock and Calamity Jane, supply the story for this Technicolor short directed by Andre de La Varre and narrated by Knox Manning. With the picturesque Black Hills of South Dakota as a background, a parade, with people dressed in old fashioned clothes of the pioneer days, opens the festival. Bare-back horse riding and an exciting rodeo are included among other events, and shots of native Indians doing their ceremonial dance conclude the film.

Community Sing *(Fair)*

Columbia (7653) Don Baker 10 mins.

The only difference between this and previously reviewed Don Baker Community Sings is the list of songs involved. They include I Should Care, Oh! Really, There I've Said It Again, Yah-Ta-Ta and Dream. With vocal assistance from the Song Spinners it provides a diverting 10 minutes.

Report on Greece *(Very Good)*

20th-Fox March of Time 19 mins.

The March of Time has included in its newest release a comprehensive picture of stricken Greece from its heroic resistance against the Axis to its present politically torn plight. Opening with views of ancient Greece's ruins the commentary reminds audiences that this is the seat of our present civilization and then develops the story of how Greece's present condition came about and how the various political groups are hotly opposed to each others' stands. It is clearly brought out that British and Russian

(*Continued on Page 66*)

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, March 2)

MOVIETONE (Vol. 28, No. 52)—Actual sound-and-picture record brings to the screen most impressive scenes of great religious ceremony of Supreme Pontiff bestowing his blessing on newly created Cardinals before audience of 20,000 persons gathered in edifice sacred to all Christendom.

NEWS OF THE DAY (Vol. 17, No. 250)—Pope Pius elevates new Cardinals; Eisenhower visits wounded GIs in San Francisco; U. S. cutting down Navy; Rickshaw derby in Shanghai; Toboggan championship runs at Lake Placid; St. Paul hails winter carnival; Texas celebrates statehood centennial.

PARAMOUNT (No. 53)—Bobsled championship at Lake Placid; More war brides arrive in U. S.; Taxi trouble storms capitol; Indian wedding without a bride; New Cardinal ceremony in Rome.

RKO PATHE (Vol. 17, No. 55)—Taxi drivers ride on to Washington; Richelieu home to France; China celebrates the New Year; Mrs. Roosevelt in Germany; Cardinals receive Red Hat.

UNIVERSAL (Vol. 19, No. 480)—Cardinals elevated by Supreme Pontiff; It's 4634 for Chinese as they celebrate their New Year; Reunion in Honolulu; Bobsledding at Lake Placid.

(Released Wednesday, February 27)

MOVIETONE (Vol. 28, No. 51)—Canadian expedition "invades" Arctic in Army maneuver; New Cardinals meet in Rome for rites of elevation; Banquet for UNO members; U. S. UNO delegates return; Atomic physicist is "Woman of the Year"; Greek war heroes in New York; New passenger giant; New York Golden Gloves finals; Bobsled racing; Diving highjinks.

NEWS OF THE DAY (Vol. 17, No. 249)—UNO winds up first session; U. S. Cardinals in Rome; Swedish Prince weds; The housewife speaks; Diving champs put on exhibition; Ski thrills in the Rockies; World's newest skyliner; Introducing "Women of the Year."

PARAMOUNT (No. 52)—New sky giant makes its bid; America's delegates back home; Housing action for vets; Five die in mystery blast; Canada probes Arctic wastes; Tomorrow's Golden Glove champs.

RKO PATHE (Vol. 17, No. 54)—UNO delegates return home Bradley urges action on Veterans problems; Task forces braves Arctic wastes; First Jet Squadron in formation flight; Find missing Italian royalty; Royal Opera opens in London.

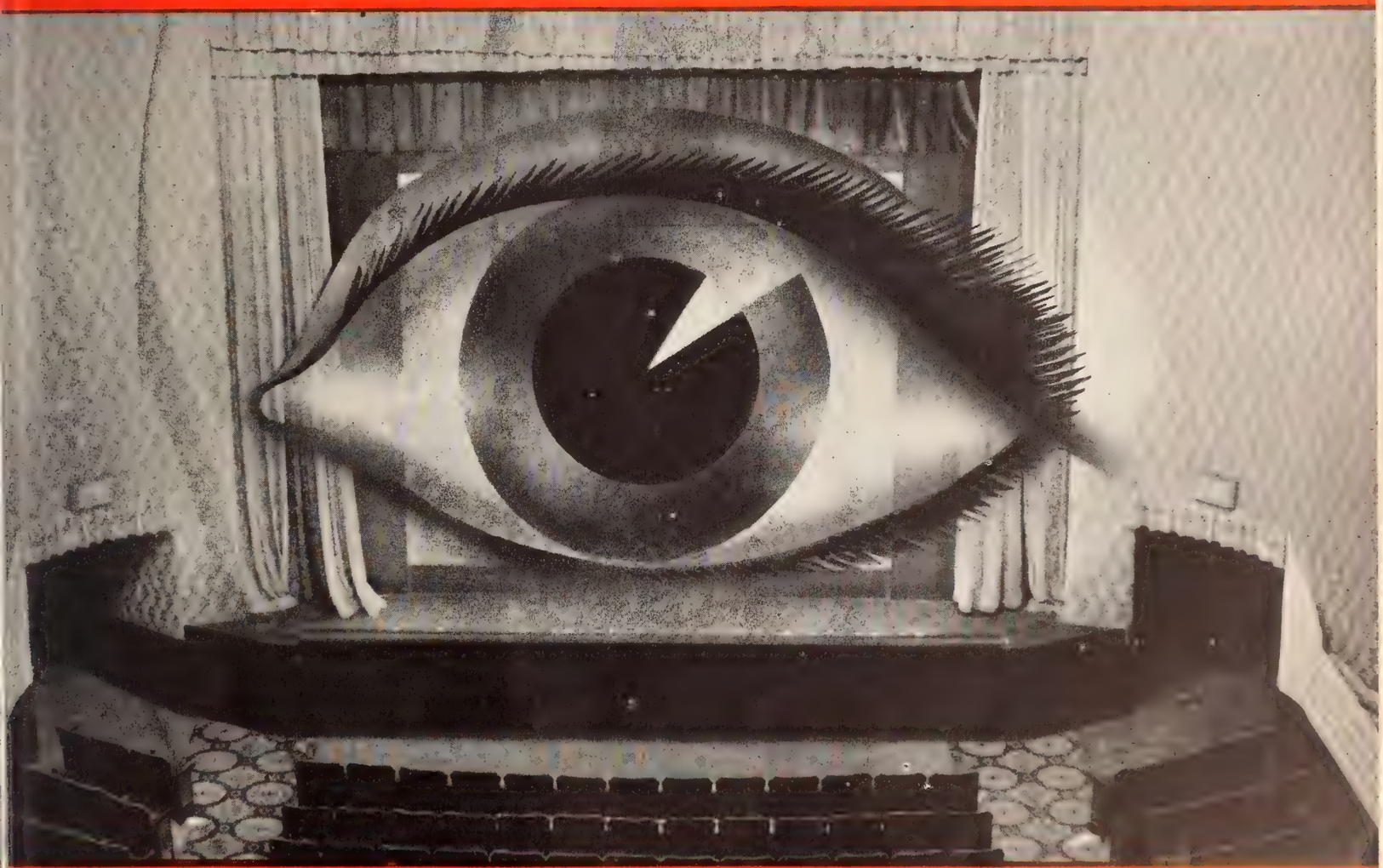
UNIVERSAL (Vol. 19, No. 479)—UNO Delegates back in U. S.; New airliner can back up; Expedition "invades" Arctic in Army maneuver; Three trains in crash in London; Floods devastate Britain; Prince weds commoner; Golden Gloves finals thrill fans.

ALL-AMERICAN NEWS (Vol. 4, No. 175)—Jackie Robinson gets set for the big league at Pasadena; New million-dollar building for Virginia Polytechnic; Elks give iron lung to Freedman's Hospital; Chicago teacher demonstrates "trashcan" art; Medals awarded to vets hospitalized at Hines, Ill.; Old street cars converted into homes in Los Angeles.

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE

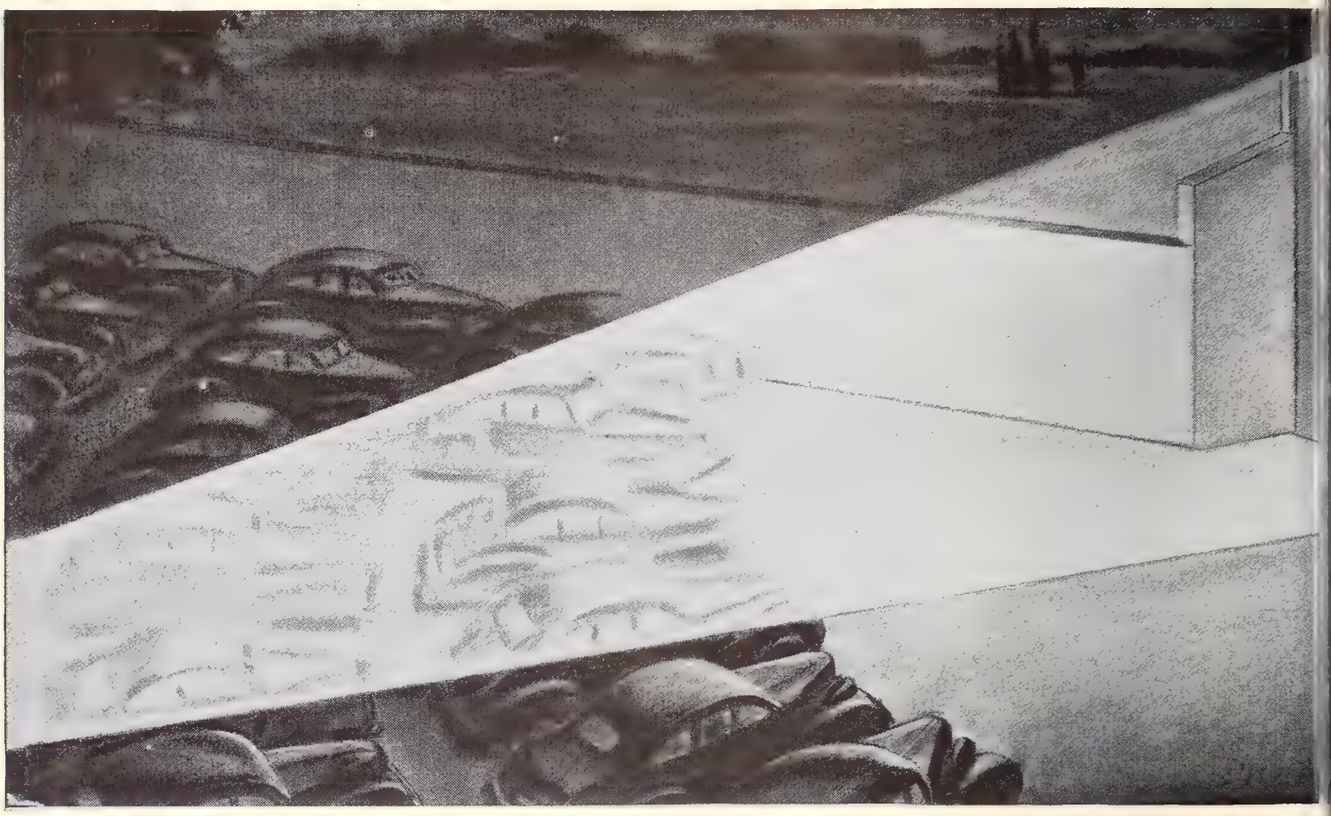


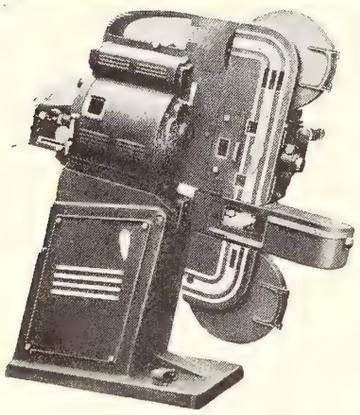
THE MOST OBSERVED SURFACE (See Page E-21)

TELEVISION
WILL HELP THE THEATRE
Says Expert
(See Page E-5)

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NOW—Complete Equipment fo



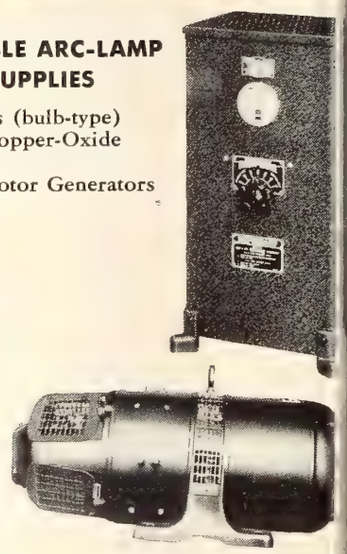


RCA BRENKERT PROJECTORS & ARC LAMPS

—minimum flicker, more light on the screen. Clearer definition, rock-steady operation.

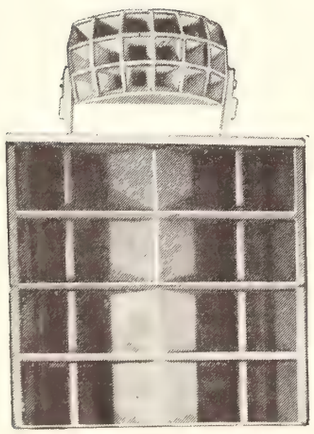
RCA DEPENDABLE ARC-LAMP POWER SUPPLIES

—Baldor Rectifiers (bulb-type)
—Westinghouse Copper-Oxide Rectifiers
—Century-Roth Motor Generators





COMPREHENSIVE DRIVE-IN THEATRE PLANNING FACILITIES

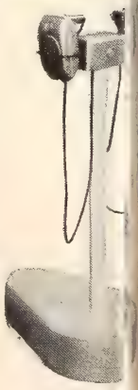


RCA FIXED SPEAKER SYSTEMS

—lifelike tone reproduction, built for uniform audience coverage over wide areas—for every size drive-in theatre.

RCA NEW-TYPE IN-CAR SPEAKERS

—the ideal drive-in theatre speaker, permits operation with car windows closed . . . in cool or rainy weather.



rive-In Theatres...
by RCA...including—



comprehensive planning facilities
projection equipment
high-power sound systems
fixed or *in-car* speakers

● Here is a complete line of equipment which will bring to the Drive-In Theatre the same high quality and dependable performance now being obtained from RCA equipment in thousands of theatres throughout the world.

PROJECTION—The many important advantages of RCA Brenkert Projectors and Brenkert Arc Lamps, including rock-steady projection and increased light on the screen, make them the logical choice for the Drive-In Theatre, *where the larger screen and longer throw demand top projection efficiency.* Dependable arc-lamp power supplies are also extremely important. RCA offers the well-known Century-Roth Motor Generators, Westinghouse Copper-Oxide and Baldor bulb-type rectifiers, because of their outstanding performance.

SOUND—RCA Drive-In Theatre Sound Systems are specially designed and time-tested for Drive-In Theatre use—not modified conventional systems. These systems are designed for lifelike tone fidelity and minimum distortion—built to provide the high powers needed for covering large areas with fixed speakers, or for operation of large numbers of the new type *In-Car Speakers,* which permit profitable operation in all kinds of weather.

There's an RCA Theatre Service and Installation Engineer or Theatre Equipment Sales Specialist near you, ready to help plan your Drive-In Theatre. Contact your nearest RCA Theatre Supply Dealer or write direct to Theatre Equipment Department 78-C, RCA, Camden, N. J.

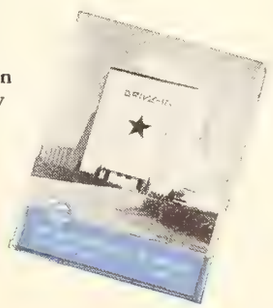
Everything for the Theatre

AT YOUR RCA
IEATRE SUPPLY DEALER

A—Brenkert Projectors
Sound Systems
Snowhite Screens
Drive-In Theatre Equipment
Brenkert Arc Lamps
ldor Rectifiers (bulb-type)
stinghouse Copper-Oxide Rectifiers
ntury-Roth Motor Generators
hawk Carpets
ernational Chairs
stinghouse—
Lamps and Fluorescent Lamps
Rectigons, Sterilamps

FREE BOOKLET

Be sure to see the new RCA booklet "The Drive-In Theatre"—30 pages of important information: How to select locations, points on construction and installation, temperature charts for various sections, and other valuable helps to Drive-In Theatre planning. Write *today* to Theatre Equipment Department 78-C, RCA, Camden, N. J., for your copy.

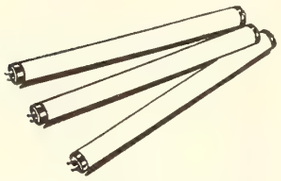


For the best in theatre equipment—see your RCA Theatre Supply Dealer.

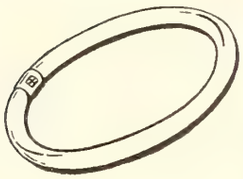
THEATRE EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.

HOW TO GET THE MOST FROM YOUR LIGHTING DOLLAR...

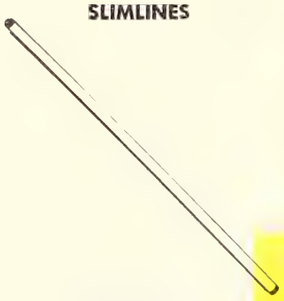
FLUORESCENTS



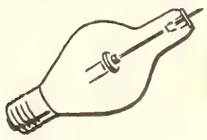
CIRCLINES



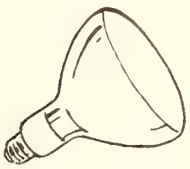
SLIMLINES



RECTIGONS

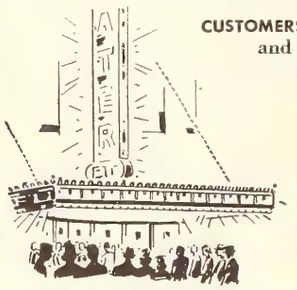


SPOT LIGHTS

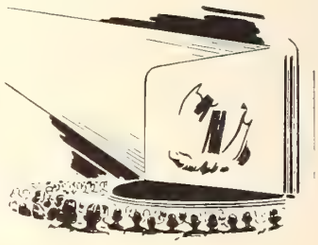


A Westinghouse Lamp for Every Theater Need!

Want your lighting to attract new patrons, help turn them into regulars . . . at the lowest possible cost? There are no lamps that give you more light, longer lamp life, and lower maintenance costs than Westinghouse Lamps. Why not make a note—*now*—to specify Westinghouse Lamps for all your lighting needs!



CUSTOMERS COME CROWDING when your marquee and sign *stand out* with light! Westinghouse makes all types of sign lamps; designed for bright, long lasting, weather-resistant service.



FOR BRIGHT, STEADY, DEPENDABLE ARC PROJECTION use Westinghouse Rectigon bulbs. They've the *better* rectifier, with 1200 hours of service guaranteed.

Westinghouse

Lamps for theaters

Westinghouse Electric Corporation
Lamp Division, Dept. S-7, Bloomfield, N. J.

FREE! Send me the free, illustrated 2-color book "Westinghouse Lamps for Theaters"—full of new lighting ideas for theaters old and new.

Name.....

Address.....

Copyright 1946, Westinghouse Electric Corporation

THE NEWS IN A NUTSHELL

Television Booming; Expert Says It Will Help *Theatre Business*

BOOMING ACTIVITY in the television field was accompanied this month by a statement from J. R. Poppele, President of Television Broadcasters Association, Inc., asserting strongly that television will be a boon to the motion picture theatre.

"The film industry can compete directly with the home broadcaster by installing theatre television equipment," Poppele declared, "and with its established wealth get a corner on many major events that lend themselves to television. Ask Mike Jacobs what he thinks about theatre television as a second outlet for his major boxing events and his smile stretches from one ear to the other.

"Furthermore," Poppele went on, "when the nation gets over the labor-management hangover which is currently giving Uncle Sam a colossal end-of-the-war headache, we may expect to see a gradual tapering off of the workweek to a point where it may, in some instances, settle at 36 or 38 hours. This added leisure will provide millions of man-hours for diversion—including more time to view television, more time to read newspapers and magazines, more time to listen to the radio and more time to spend at the movies.

"The going for television from now on should be unimpeded—and, to borrow a motion picture phrase—it should be terrific."

Evidence piled up that television progress is rapidly becoming terrific.

National Coverage This Year

Informed opinion saw national coverage by television transmitters before the end of 1946, with mass production of home receivers.

Paul Porter, chairman of the FCC, looked forward to "thousands" of additional families receiving televised programs in their homes; E. A. Nicholas, President of Farnsworth Television and Radio Company, was more definite, putting the number at 200,000 families.

Niles Trammel of National Broadcasting Company announced that NBC will begin television broadcasting on a national scale in 1946. Dr. Allen B. Du Mont of Du Mont Laboratories, Inc., and Dr. Ray H. Manson of Stromberg-Carlson Company promised quantity production of receivers by summer.

Balaban and Katz, in Chicago, have increased the program time of their television station, WBKB, by five hours weekly.

Plans are being drawn to televise major league baseball games, according to Philip Wrigley, owner of the Chicago Cubs.

Dr. George Gallup reported that the average American expects to pay about $150 for his first television set.

Paul Raibourn, Paramount economist and president of Television Productions, Inc., a Paramount subsidiary, declared sponsored advertising can easily support the cost of home television programs. He told a meeting in Washington, D. C., that the country spends more than 3 billion dollars yearly on radio, magazine and newspaper advertising; and television will compete for its part of that 3 billions. Television can compete with newspapers more effectively than radio can, since it combines sight and action with pre-existing sound, Raibourn noted.

The New York Post filed applications with FCC for two new commercial television stations. Five newspapers in St. Louis, Mo., and a number in Cleveland, have applications pendings.

RCA licensed RKO-Pathe to record and distribute sound motion pictures for use in television broadcasting.

Bamberger Broadcasting Service was granted permission to erect a 300-foot television tower in Washington, D. C.

In New York, a series of educational television programs in which the New York City Board of Education will take part has been scheduled for NBC's telecasting station, WNBT. In St. Louis, the Board of Education is working on a five-year program for that city's public schools.

And Joseph Gerl, President of Sonora Radio and Television Company, agrees entirely with J. R. Poppele on the future relation between television and motion pictures: television will become "a positive asset to the film industry," Gerl declared.

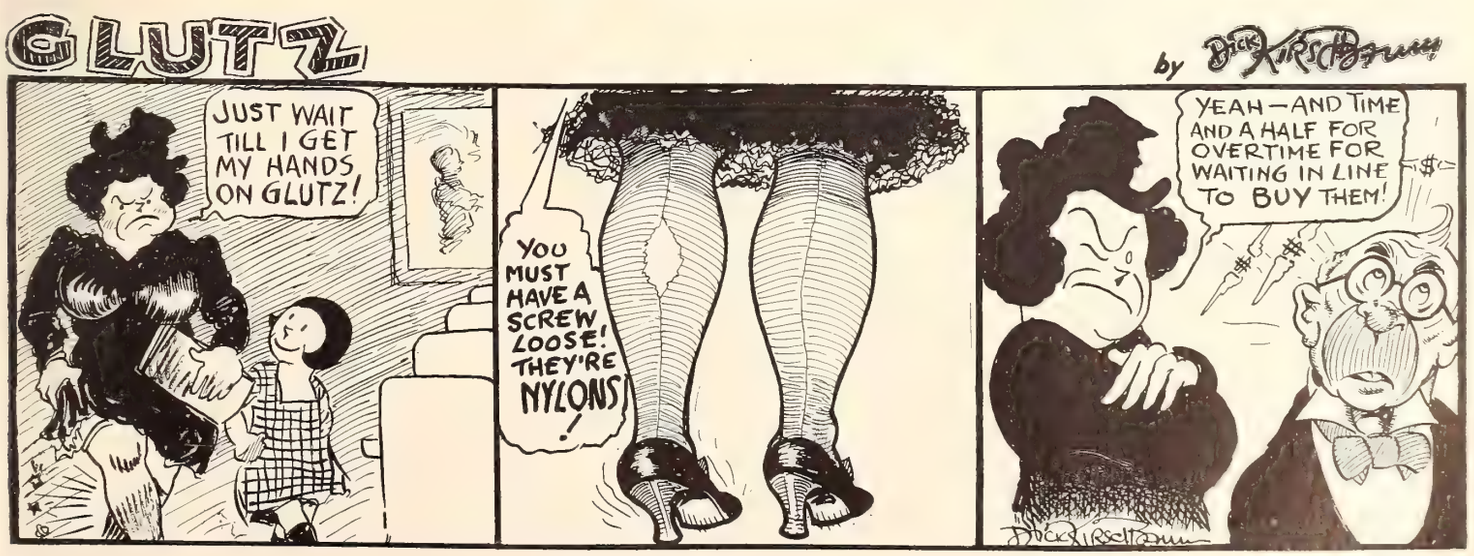
More Theatre Construction

But progress in television still lagged far behind the boom in motion picture theatres. Reports of remodeling and new construction poured in at an accelerated pace. Here are a few:

Norton, Va. D. D. Query, general manager of King Coal Theatres, Inc., announces reopening of the Norton Theatre. Stanley Pope, present manager of the company's Bolling Theatre, will add the management of the Norton to his responsibilities.

Columbia, S. C. Warren Irvin and M. S. Suggs, district manager and city manager respectively for Palmetto Theatre Company, announce that the present 750-seat Ritz, in the

(*Continued on Page* E-20)



PRODUCTS and SUPPLIES

the Equipment Showcase

Items of Equipment, of Practical Interest to Showmen

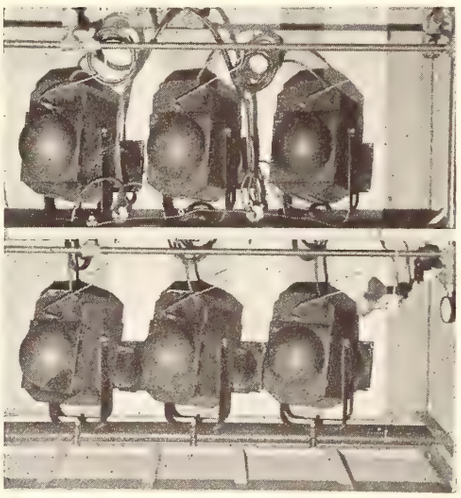
ENDLESS ITEMS OF EQUIPMENT are used in or useful to the theatre, and they are always changing. New models appear. Improvements are made in earlier ones. Inventors, designers and manufacturers who devote their efforts to this market say: "Theatre men are on their toes, we'd better be on ours." The same is true of any magazine that aspires to keep showmen in touch with what is going on. STR has collected and here presents news of the latest developments in equipment, devices and products. Especially noteworthy is the relationship between the theatre and alien industries, two interesting examples of which will be found on these pages. Techniques or apparatus originating in other fields may become helpful to us; our own methods doubly prove their effectiveness when other industries see fit to adopt them.

BLASE NEW YORKERS STOPPED AND STARED

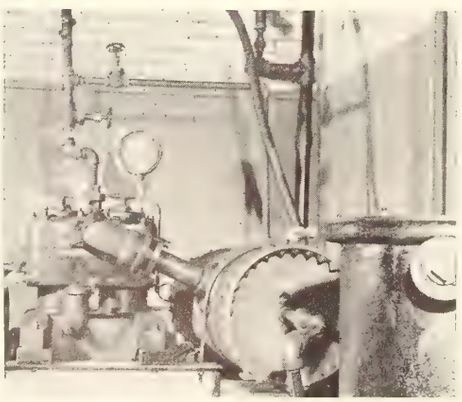
HUNDREDS OF THOUSANDS of New Yorkers, accustomed to strolling through all the lights of Broadway with scarcely a glance at them, stopped to gape in admiration at the unique lighting effect used on last December's Rockefeller Center Christmas tree. Crowds lingered nightly, reluctant to move on. The 700 multicolored plastic globes that decorated the tree gleamed as if with an incredible inner light. Herewith are presented pictures of the apparatus that produced the effect. Similar equipment, including simpler models for smaller theatres, is available to showmen. Its use is not confined to



Christmas tree decorations—almost any design, surface or object can be similarly treated. The 10-inch plastic globes seen on the tree had been sprayed with fluorescent paint supplied by Stroblite Company of New York. In the next column is shown the battery of six Kliegl ultraviolet light projectors, each of which utilized one 1000-watt air-cooled mercury-vapor tube. These projectors were installed (to protect them from the weather) in a temporary wooden shelter mounted on a setback at the second floor of the RCA Building. This is the building seen in the picture above, with shadows of the tree thrown



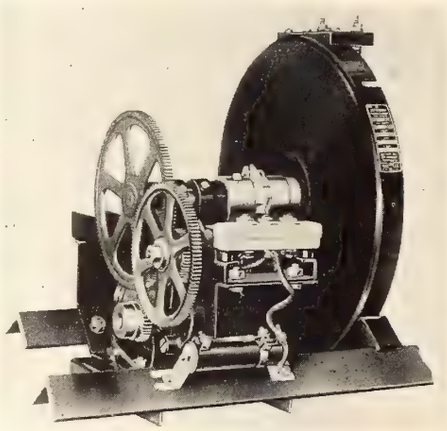
against it. These shadows were created by floodlamps of ordinary light, in the blaze of which the plastic globes gleamed with colors that seemed to come from nowhere. The ultraviolet bombardment was entirely invisible. Below is shown the 30-horsepower



Schramm compressor that provided the airstreams for cooling the lamps. In smaller-theatre apparatus intended to produce a comparable effect it is possible to dispense with the compressor for the sake of economy by using incandescent lamps with special filters in place of the mercury-vapor tubes.

REMOTE CONTROL DIMMER

REMOTE CONTROL dimmer consisting of a single Ward Leonard vitrohm dimmer plate is driven by a fractional horsepower motor. As many as four dimmer plates can be operated simultaneously.



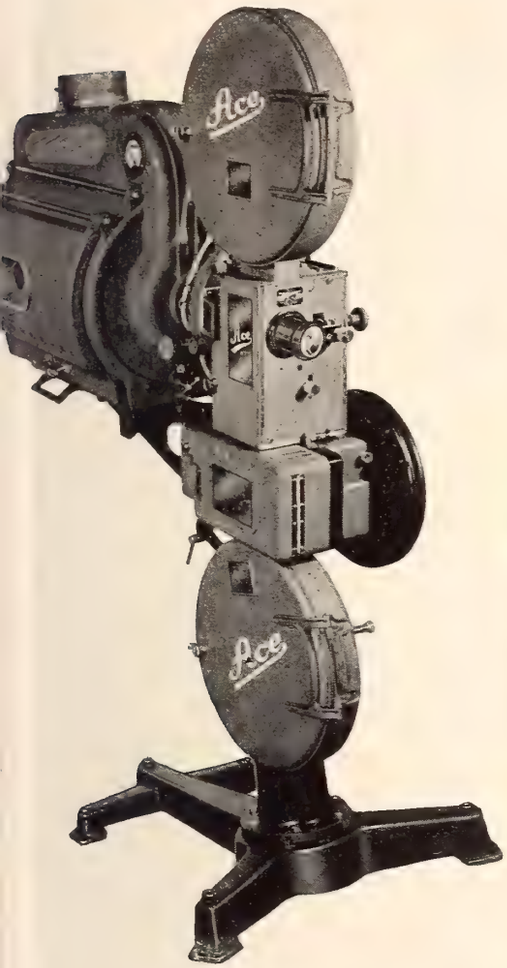
KILL ODORS TOO

ALTHOUGH THE HYGEAIRE sterilizing lamps shown here along the side wall of the Narrows Theatre, Narrows, Virginia, were installed only for the purpose of destroying air-borne bacteria, Manager Jack Reel found that they destroyed odors too. He had had much difficulty with foul odor during weekends when industrial and rural patronage was high. Since putting in four of these lamps, two along each side wall, Reel has been unable to notice any trace of foul odor even during "breaks" when everyone is moving toward the exits, which formerly was the worst time for this trouble. Additionally, Reel has turned out his dim lighting entirely, the Hygeaire units enabling patrons to find their seats even more effectively than the dim lighting previously used.



PROJECTOR & ACCESSORIES

THIS YEAR MARKS the full quarter century for the Wenzel Projector Company and President Fred J. Wenzel points with pride to his Ace Pro-4 mechanism, here shown. The projector, product of twenty-five years of experience, incorporates many exclusive features including the Wenzel WG-12 shock-proof drive, new slip-in type gate and new A-30 type drive shaft. Other new and improved features will be added shortly, but the manufacturer



will adhere to the five-point pedestal, feeling that this type pedestal, because of its low price, still has a definite place in the industry. The Wenzel improved soundhead will be on the market very shortly. Other products of Wenzel Projector Company include a new type sprocket puller, fusible shutter links, punches, conversion type carbon holders for low intensity lamps, high speed sprocket taper pin reamers, round belting for takeups and new style adjustable tension ticket holder.

GREEK AND OLD ENGLISH



GREEK IN STYLE, these new sand urns designed especially for theatre use are available in two finishes, statuary bronze and old English, and in two sizes, 18" high and 14" high. All are heavily weighted at the base, and open readily for cleaning. They are among the postwar products of New York Brass and Wire Works Company.

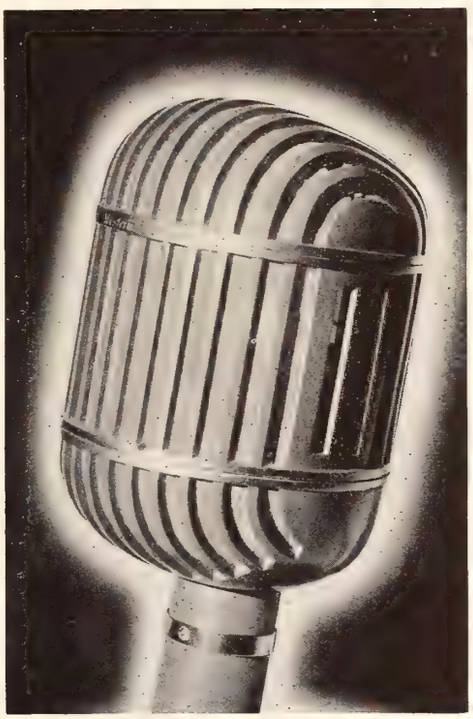


SINCEREST FLATTERY

WHAT OTHER INDUSTRIES think of theatre advertising techniques and tools is evidenced by this recent installation of Wagner Changeable Letters and Frames at station KECA, Los Angeles.

FOR LIVE ENTERTAINMENT

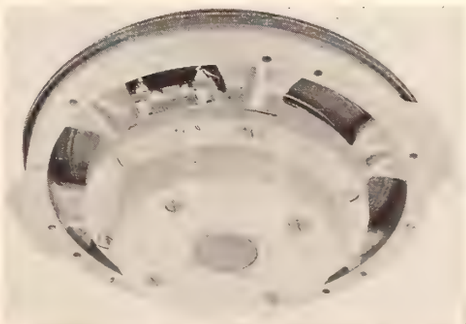
WESTERN ELECTRIC'S NEWEST equipment for live entertainment includes the cardioid microphone shown below, a combination of dynamic moving coil unit and an improved ribbon type velocity element.



Cardioid directional performance is effective over the entire useful frequency range. The pickup angle at the front of the microphone covers at least 120 degrees, over which quality and sensitivity remain practically constant.

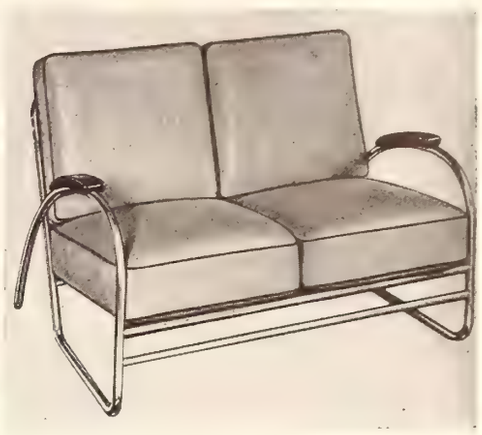
The new loudspeaker unit pictured below responds over a frequency range of 60 to 10,000 cycles, and is capable of handling a continuous input of 30 watts. One of these units therefore can provide sufficient volume for most theatres, and two would be adequate even for very large houses.

The equipment here shown can be used with the theatre's regular sound system amplifier. Suitable switches would substitute the microphone for the photocell and the speaker for the usual screen speakers. Or these components may be installed as parts of a completely independent public address system.



SMART AND BEAUTIFUL

THEATRE FURNITURE the like of which has not been seen since Pearl Harbor will be available to exhibitors through National Theatre Supply, who have just been appointed exclusive distributors to the theatre field of the well-known Royalchrome furni-



ture products. The new line includes a wide variety of lounge chairs, settees, love seats, tables and lamps, and will be available upholstered both in genuine leather and in long-wearing leatherette, in colors to blend with practically any decorative scheme. Combining the natural beatuty of chrome finish with the richness and lustre of upholstery, these Royalchrome furnishings enable the manager to give his lobby and lounges an appealing "jewel box" touch, says J. W. Servies of National's sales promotion department. Additionally, Servies points out, the materials and craftsmanship are such that practically no maintenance should be needed for many years. The chromium finish will retain its lustre, and the upholstery will hold its color and richness of appearance almost indefinitely with only routine attention. Samples of the new furniture are now ready for display in National branches through the country, and deliveries to theatres will begin in the very near future.



BICARB EXTINGUISHER

UTILIZING SODIUM BICARBONATE as its active agent this new All-Out dry chemical extinguisher forms no toxic gases, supplies no conductor of electricity, is non-abrasive, and is harmless to finished surfaces. The dry chemical is ejected under pressure in a flat stream that separates the flame from the burning material and forms a dense, fire-smothering cloud. Light in weight, easily refilled without special tools, it meets the requirements of the Underwriters Laboratories.

ADVISORY COUNCIL *Report*

on How to Maintain *the* Screen

No. 13—A Continuing Series of Reports by Experts on Problems of Vital Importance

STR THEATRE ADVISORY COUNCIL

C. B. AKERS
GRIFFITH THEATRES

K. F. ANDERSON
W. S. BUTTERFIELD THEATRES

LEONARD SATZ
CENTURY CIRCUIT

W. B. ARMSTRONG
GOLDEN STATE THEATRES

E. E. CLEVELAND
WESTERN MASS. THEATRES

DICK DICKSON
NATIONAL THEATRES

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THE SCREEN is the focal point of greatest importance to the audience."

With these words one Council member struck the keynote of this month's meeting, which was devoted to screens, and how to maintain them.

"The picture is the whole show, the only reason for operating the theatre," another member contributed. "Don't neglect anything that will improve projection, light and sound."

The audience, of course, sees the theatre front, the lobby decorations, the foyer and lounge furniture, the carpets and seating and ornamentation, only in passing. These things are very important, no showman questions that; but the screen is what holds their eyes at least 99 per cent of all the time they spend in the theatre. How to keep the screen worthy of that attention was the problem we put up to the Council.

Cleaning the Screen

Our first question—what method to use in cleaning the screen—disclosed fair unanimity of opinion. Careful brushing was the recommendation of the great majority.

Differences developed quickly when we asked what kind of brush to use.

"Soft hair brush."

"Lambs' wool brush."

"Lambs' wool mop."

"Camel's hair brush with extension handle."

"Screen brush."

"Fine bristle brush."

"Cheese cloth."

But it was agreed that whatever brush is used, it should be very clean. "Practically in new condition," one member said.

Correct use of the brush was also noted as an important point.

"It should be remembered that white screens can very easily be streaked by improper cleaning," noted one member.

"Yes, start top left and work to bottom right, then repeat," contributed another.

Among the minority who favored other cleaning methods than brushing, there was a small scattering of suggestions for washing and vacuuming.

"Warm water and Lux soap—I'm not plugging Lux soap, we've found it to be the best for screens," was one recommendation.

"Castile soap and water, but only after thorough dusting, and vacuuming from the back, with several changes of water to avoid streaking. And take only one small section at a time."

One member distinguished between screen types, suggesting use of lambs' wool mop only, for screens other than the moulded plastic type.

Two Council members favored vacuuming; and two others thought all cleaning futile, they preferred re-painting.

How often to clean the screen was our next question. On this there was little agreement. Perhaps the opinions of the members were conditioned by the geographical location and other variations in the theatres under each man's charge. The majority said: "It all depends."

One member explained: "Where screen curtains are used constantly during the day there is a possibility that dust will be raised and will gather on the screen. Where screen curtains are used only to open and close the day's performance there is less chance of this. Closing the curtain during the time the theatre is being cleaned will also tend to keep dirt from the face of the screen. Where no screen curtain is employed at any time, the screen is exposed to every instance of dust collection, and must be cleaned more regularly."

"Atmospheric conditions, particularly where oil is used for heating, are also important," another contributed.

Use or absence of filtered ventilation was suggested by a third as another important factor in determining how often a screen will need cleaning.

A fourth member thought the quantity of smoke and other industrial waste in the atmosphere most greatly influences cleaning frequency.

Among the minority who named definite periods of time for screen cleaning, these suggestions were offered:

"Weekly."

"Brush weekly; wash moulded plastic screen severy 6 to 10 months."

"At lease quarterly if screen curtain is used; otherwise more often."

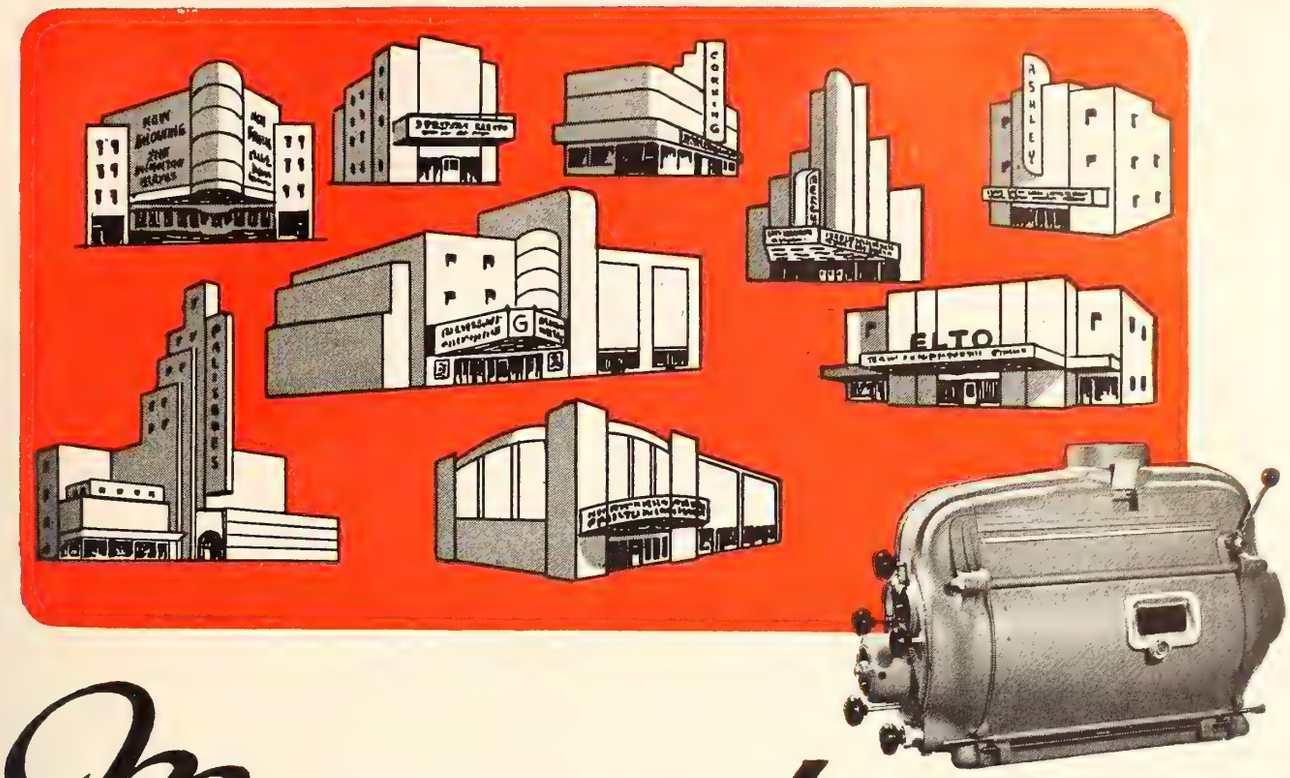
"At least semi-annually; oftener than that in some locations."

Painting the Screen

In spite of the fact that some members of the Council actually preferred painting to cleaning the screen, the majority emphatically rejected the idea of painting under any circumstances. Our question brought a chorus of: "No." "No." "No." "No."

A minority approved of painting under

(*Continued on Page* E-26)



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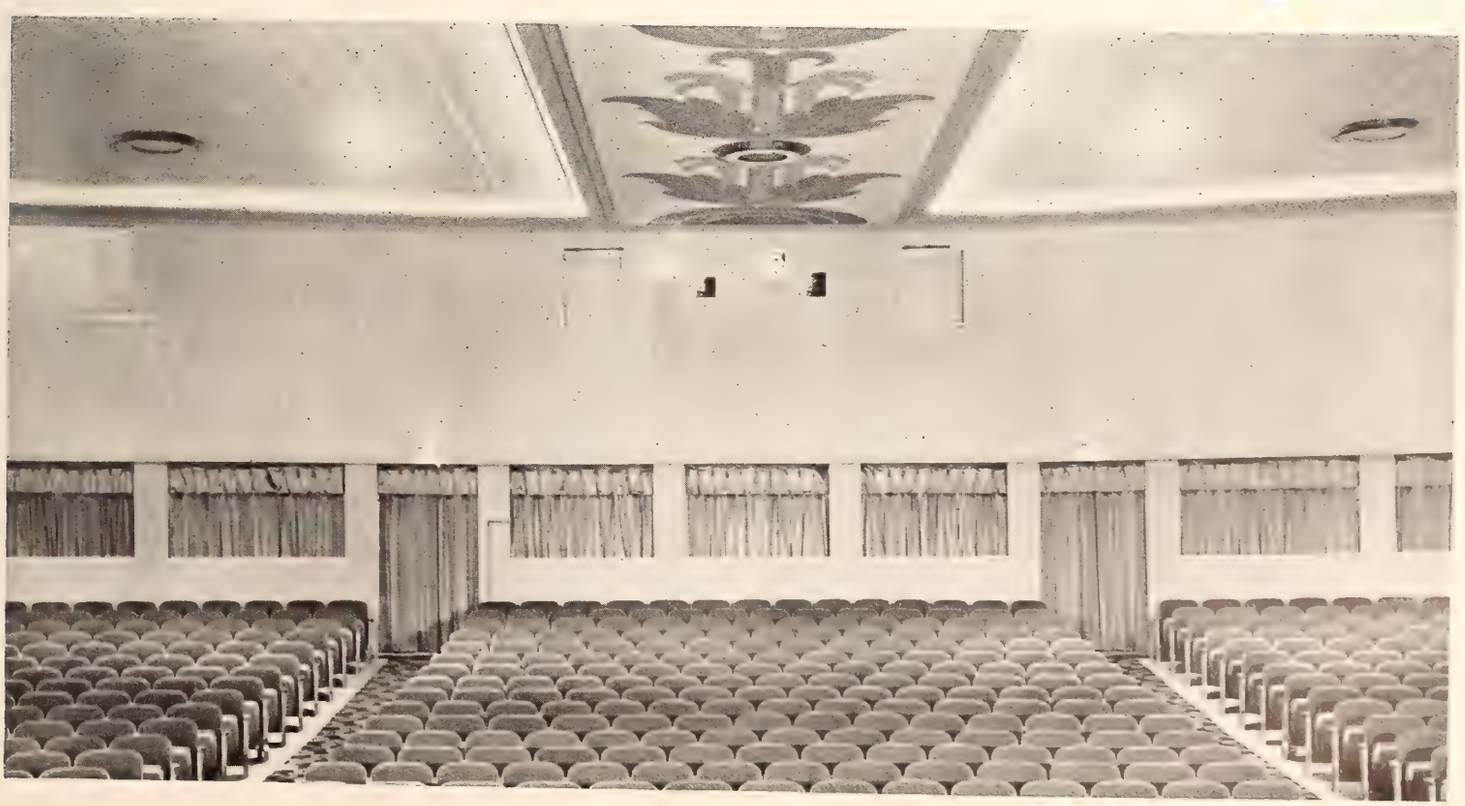
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NEW THEATRES





Basic Facts About the Most Observed Surface in the Theatre

UNDER-ILLUMINATED PICTURES may be blamed on the lamphouse, or on the way the projectionist operates it, whereas the real trouble may be a dirty or discolored screen.

Inadequate sound volume may turn out to have no other cause than partial plugging of the screen perforations, either by dirt or as the result of inexpert attempts at painting or re-surfacing.

There is no item of the theatre's permanent equipment that deteriorates as fast as the screen.

Whenever the picture seems consistently lacking in sparkle and brightness; whenever the projectionist is consistently forced to a higher volume setting than is normally neessary, the screen should be checked before any elaborate investigations into the apparatus are attempted. This is particularly true where those troubles have come on gradually and are slowly increasing.

Checking the Screen

One simple way to check discoloration of the screen is to hold a large piece of plain white paper against it. If the paper is noticeably brighter than the screen, discoloration or soiling may be indicated.

However, paper differs in tint and whiteness, and this test will be more positive if it was first made when the screen was brand new, using several different papers until one is found that matches the screen. Then if a few pieces of the same paper are saved for future tests, deterioration can be determined quite accurately.

A better procedure is to save a piece of the original screen material, putting it away carefully where it will be protected against both dust and light (light helps cause discoloration). This is held against the screen, and the extent of deterioration becomes immediately apparent.

In heavily industrialized areas, in theatres that permit smoking in the auditorium, and in those that ventilate with unfiltered air, these tests should be made fairly often. Under completely opposite circumstances one test in six months may be ample, at least until the screen has deteriorated to a border-line condition.

No particular test is needed to determine whether the perforations have become clogged or partly clogged with dust, and are obstructing the passage of sound. That should be evident on simple inspection. However, the inspection should not be confined to the lower parts of the screen. Use a stepladder; the upper portions may be exposed to a different set of air currents.

As a check against possibility that painting or re-surfacing has reduced the area of the perforations, keep a piece of the same screen material for comparison; or leave a small portion of the screen (behind the masking) untreated, and compare that with the painted or re-surfaced part.

No screen is equally bright from every viewing angle. Many screens are excellent diffusers; they are nearly as bright when viewed from an angle as from the center of the house. Others are strongly directional in the way they reflect light, and therefore should not be used in a wide theatre, or in one with a tall balcony—the people at the sides, and at the top of the balcony, would see a very dim picture. These strongly directional screens can be very helpful however in a long and narrow theatre, since they waste little light in the direction of the side walls and therefore give more of it to the audience.

Directional Characteristics

The directional characteristics of a screen can be determined with a light meter. The local supply dealer may have one which he uses for just that purpose. The meter is pointed squarely at the screen from a central position in the auditorium, measuring the light reflected at zero angle. Proceeding across the auditorium, other measurements are taken at angles of 5 degrees, 10 degress and so on. Persons with no training in the process should not expect to get accurate results.

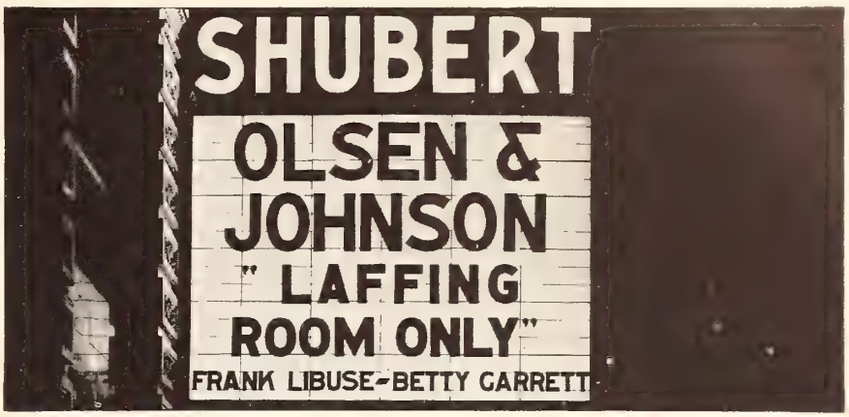
Actual measurement is seldom necessary. All reliable suppliers of screens will submit figures showing the reflectivity of their products at different viewing angles. These may show a reflectivity of "more than 100 per cent" at the zero angle or at some such angle as 5 or 10 degrees. This simply means that reflection at the wider angles will be that much poorer—that the screen is concentrating a great deal of light toward the center of the house and

(*Continued on Page* E-21)

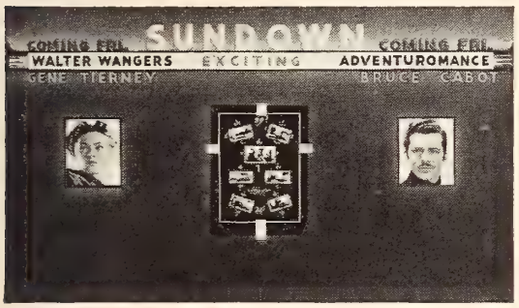


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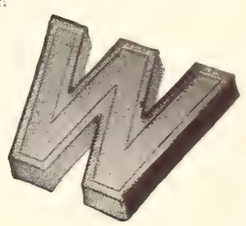
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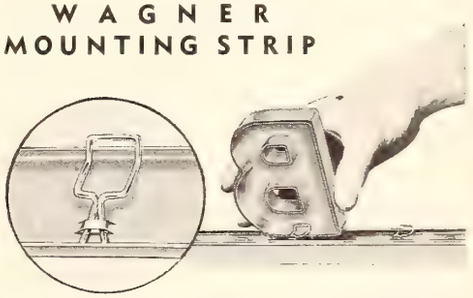


Made of white enamel finished sheet steel in standard sections 7" high by 24", 36" and 48", which can be combined for any length. Easily installed, Wagner slotted plastic letters can be mounted on the bars in the middle, firmly held in standee positions at the top or suspended from the bottom by clips. Price per lineal foot visible opening, including frames, opal glass, sockets, wiring, wall plate, top and bottom mounting rail, but less lamps, $6. End pieces included at no extra cost on displays 8' or longer.

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MAINTENANCE MEMOS for Managers

MAR. 4
Set up a lighting schedule for staff to save power. Plan minimum light after closing B.O.

MAR. 5
Have cleaners dust or wash all ornamental bric-a-brac and statuary, also polish furniture.

MAR. 6
Clean upholstering of foyer, lobby and lounge room furniture. Have broken parts repaired.

MAR. 7
Caution employes on necessity of reporting all accidents, however slight they may seem.

MAR. 8
Do you make it a policy to open the house early in bad weather, for patron convenience?

MAR. 9
Check your picture for stray light on proscenium, ceiling or walls which may distract audience.

MAR. 10
Is your carpet examined DAILY for tears or loose sections that may trip and injure patrons?

MAR. 11
Is your staff alert at all times to pick up ticket stubs, candy wrappers and match books?

MAR. 12
Check all lighting fixtures for dirty glass and burned out lamps. Relamp with spring colors.

MAR. 13
Check all outside exit lamps after closing B. O. Make sure they are kept on through last show.

MAR. 14
If your balcony is closed during the day have an usher check it regularly as a safety measure.

MAR. 15
Obtain style chart of summer uniforms for staff. Avoid delivery delays by ordering early.

MAR. 16
Examine all lobby and lounge mirrors; resilver, replace or eliminate any in poor condition.

MAR. 17
Can your doorman answer IMMEDIATELY questions about show times or coming attractions?

MAR. 18
Replace pictures and drapes in rest rooms to provide fresh appearance as spring tonic.

MAR. 19
Sticky candy tramped into your carpet invites vermin and rodents. Take precautions accordingly.

MAR. 20
Is your first aid kit COMPLETE and available INSTANTLY in event of accident or emergency?

MAR. 21
Has the standrail become shabby and in need of paint, varnish or new fabric covering?

MAR. 22
Bring in outside poster signs for repainting and general repair. Avoid shabby appearance.

MAR. 23
Painting your auditorium floor? Make sure it is cleaned of all gum before paint is applied.

MAR. 24
Paint damp areas, corridors, exits to freshen up and eliminate odors. Use light colors.

MAR. 25
Are your emergency batteries checked on regular schedule to prolong their useful life?

MAR. 26
Do you allow your projectionists time to check film before first run, to assure perfect showing?

MAR. 27
Make sure cashier brushes ticket dust away from machine knives whenever loading magazine.

MAR. 28
Remind cleaners to avoid jerking out vacuum and working light cords by yanking on wire.

MAR. 29
Paint is your key to conservation. Freshen appearance, protect surfaces by painting inside and out.

MAR. 30
Do your maintenance men have a sufficient supply of fuses of ALL sizes, instantly available.

MAR. 31
Remind men changing letters on marquee not to stand on or place ladder against frail metal.



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MAINTENANCE MEMOS *for* Projectionists

MAR. 4
Blow accumulated dirt out of amplifiers, rectifiers, etc. Use bellows or reversed vacuum cleaner.

MAR. 5
Pin white paper on the screen, project light to test for yellowing and accumulation of dirt.

MAR. 6
Test each loudspeaker unit INDIVIDUALLY for volume, quality and rattle-free operation.

MAR. 7
Test volume controls. Correct or replace any that are not COMPLETELY noiseless in operation.

MAR. 8
Are projection, sound optical surfaces CLEAN—mirrors free from defects of silvering?

MAR. 9
Is rectifier cooling fan behaving normally? Rectifier operating at the proper temperature?

MAR. 10
Test fire shutters of projectors for reliability; check action of port safety shutters.

MAR. 11
Check readings of tube meters; replace tubes as necessary for quality and reliable operation.

MAR. 12
Is your stock of spare parts COMPLETE? Have you enough carbons—for ALL needs?

MAR. 13
Is sound track alignment the best possible to avoid sprocket hole and frame line noise?

MAR. 14
Examine carbon jaws in all lamphouses. Sandpaper as necessary to remove all roughness.

MAR. 15
Listen to sound critically; any flutter or wows? Remedy cause in soundhead or projector.

MAR. 16
Using a watch, check the starting time of both projector motors. Have they slowed down?

MAR. 17
Watch the screen carefully during showing of titles for even light, travel ghost.

MAR. 18
Examine the asbestos covered leads to all lamphouses. Are they still in good condition?

MAR. 19
Rotate the pre-focussed exciter lamps into operating position. Are they in perfect focus?

MAR. 20
Examine projector and soundhead gears; order replacements in advance if any are seriously worn.

MAR. 21
Inspect tungar rectifier tube filaments. Replace all tubes that show any serious filament sag.

MAR. 22
Check film guides, tension shoes, idlers, aperture plates, for wear. Order replacements now.

MAR. 23
Examine all sprocket teeth in projector and soundhead for signs of wear and undercutting.

MAR. 24
Check all motor-generators for cool bearings, commutator condition, freedom from sparking.

MAR. 25
Make semi-annual check of optical lineup of lamphouses, apertures and projector lens centers.

MAR. 26
Check power line voltage at 2, 5, 8 and 11 P.M. Report severe variations to the manager.

MAR. 27
Is the takeup action smooth, and correct; the belts or chains taut and not excessicely worn?

MAR. 28
Check all oil cups, oil reservoirs, grease cups, other lubricating points. Lubricate as needed.

MAR. 29
Test each loudspeaker unit INDIVIDUALLY for volume, quality and rattle-free operation.

MAR. 30
Test volume controls. Correct or replace any that are not COMPLETELY noiseless in operation.

MAR. 31
Are projection, sound optical surfaces CLEAN—mirrors free from defects of silvering?

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Teamwork the Secret of Good Maintenance

Manager's Good Business Judgment Must Back Up Projectionists' Skill

By ARTHUR E. MEYER

Manager, Projection Equipment Division of National-Simplex-Bludworth, Inc., New York

PROJECTIONISTS ARE paid for looking after the maintenance of equipment; they are trained experts who understand its intricacies. But there are very many things they cannot do; things that need the application of business judgment rather than technical knowledge. To keep the screen image presented to the audience as fine in quality as when the projector was first installed requires above all definite exercise of good business judgment on the part of the exhibitor.

Projectionists do not make ultimate decisions, nor can they as a rule spend the showman's money. The man who signs the checks and whose decisions are final has a non-technical responsibility with respect to maintenance that none of his technicians can discharge for him.

To mistake this fact, or to fail in good judgment, sometimes is very expensive.

Three different items of expense are involved. In the first place, the original price of the projectors included the cost of a great many rather elaborate arrangements built into them to assure that they could continue producing the highest quality of screen image for a very long time. If the projectors don't do that because they are not properly maintained, or if they can't do it through any shortcoming of their own, the theatre in buying them paid for value not received.

In the second place, the rental price of film (as noted in a previous article) includes the cost of very expensive photographic procedures designed to produce the highest possible quality of screen images. If that quality is marred by imperfect projection, the exhibitor pays for value not received every time he pays for his film.

Most important of all is the audience, which comes to see a similitude of living, moving persons—and actually those persons on the screen don't move at all. What the patrons really see is (of course) a series of still pictures, following each other so rapidly that the appearance of motion and life are simulated. Each still is momentarily blotted out by a wave of darkness and appears again; then during a second wave of darkness it is removed from the screen and a new one substituted for it—the entranced audience doesn't want to know anything about all that; it is the very last thing they want to know about. Poor projection forces it on their attention.

If the image is streaked with "travel ghost," if the seemingly live people before them vibrate up and down, if outlines blur and waver and spots appear, or dim illumination makes seeing difficult and eyes painful—in a way that's a little like Hamlet appearing in a bathing suit. The illusion is ruined.

Costs of Poor Maintenance

There's no law to compel people to go to the theatre; strictly among ourselves and inside the trade there's a movie habit; an addiction like any other. Anything that makes movie-going more disagreeable and less pleasant tends to combat the movie habit, so that not only the theatre concerned, but the whole industry loses out through poor projection anywhere.

Poor maintenance technique on the part

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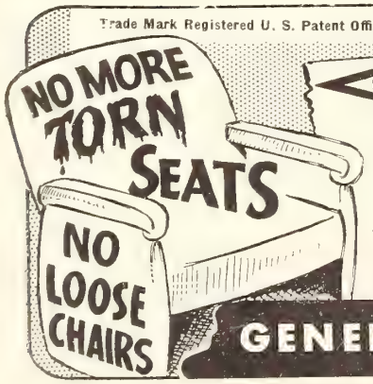
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of the manager involves risk of all these losses.

Good maintenance with reference to screen results imposes a number of important technical requirements on the projection room staff which are matters of professional skill and competence. Few exhibitors will want to intervene in those matters except for general supervision of results and costs. Just which screws to loosen in order to put in a new bolt or gear, naturally is not the concern of the average theatre manager. He pays men to look after that; he has other things to be concerned about.

But there are two general functions of good maintenance which cannot be completely delegated.

One relates to the original selection of a new projector from the point of view of good maintenance results, as well as initially good screen results, both of these being factors that must be considered, along with factors of price, terms, trade-in and so on. If they are not thoroughly taken into account, price and so on may mean comparatively little. Price alone loses its meaning without reference to what the buyer gets for his money. There are three things the exhibitor should get for his money, with respect to the maintenance of his new projectors. These will be described in just a moment.

A second maintenance function of the exhibitor with reference to good screen results is to see that the projectors he selects actually are given the care they deserve. This is a supervisory responsibility that cannot be delegated, as will be seen later in this article. For the moment, however, let us return to those three maintenance features which the exhibitor should check in selecting his projectors originally.

Servicing Aids

The first of these is availability of effective assistance. The projectionist can be relied on for routine repairs, but his primary work is operating, not repairing; he never acquires the immense experience that comes to a man who does nothing but repair work. Neither does the projectionist have expensive special tools —he hasn't enough use for them.

So the first point in selecting a mechanism from the view of maintenance is the service that stands behind it. In the case of the Simplex E-7 projector, National Theatre Supply, a direct affiliate of the manufacturing organization, provides locally available servicing the nation over. National's projector technicians are trained in the factory methods of International Projector Corporation; all the facilities, engineering skill and experience of the factory are firmly behind them, backing them up.

Their advice and their services are trustworthy, honest. Both NTS and IPC have an enviable reputation to sustain. They do not intend to sacrifice it.

These men bring to the projection room special tools when needed. They advise and assist the theatre's projection staff. And they are universally available everywhere in the United States.

A second point about maintenance is the local availability of replacement parts. This may seem a small detail. Actually its importance in practical theatre operation cannot be over-emphasized.

Not only wear or sudden breakdown, but even a small, unimportant film fire, may make replacement of some part imperative and *stop the show* until that part is obtained. In the case of the Simplex E-7 mechanism, there are locally available stocks of spare parts of every kind at all the many branches of National Theatre Supply. Urgent repairs don't have to wait upon shipment from some distant city.

The third consideration in selecting a projector, from the point of view of maintenance qualities, is more complex and technical and relates to the way the mechanism is designed and the materials of which it is built.

Maintenance Design

A good projector should need as little maintaining as possible; and those repairs that are unavoidable as a result of wear should be made as simple and inexpensive as possible. In other words, maintenance should be both minimized *and* simplified.

As an example of what is meant by minimizing maintenance, consider the film gate guide in the Simplex E-7. It is a simple thing in itself but a design based on the principle of four flat, opposing surfaces insures that there can be no gate wobble, regardless of the number of years of use. A simple screwdriver adjustment is all the maintenance ever needed. (Gate wobble makes for an unsteady picture, since a shaky gate cannot hold the film firmly.)

Another example of minimizing maintenance lies in the use of hunting-tooth gearing in the Simplex E7. In these gears a given tooth meshes with a different tooth

(*Continued on Page* 23)



No, we don't really think anyone's booth equipment looks like this. But a lot of it is feeling pretty worn after the terrific grind of the last few busy years.

Whether you're trying to get the last full drop of service from your old booth equipment—or doing your best to keep a comparatively new installation in tiptop condition—you can best accomplish your aim with an RCA Service and Parts Replacement Contract.

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More Construction

(*Continued from Page* E-5)

1300 block of Main Street, will be replaced by a new Ritz seating 1,250. The company has acquired and will tear down a large four-story building adjoining the present theatre, to make room for the larger new structure.

Sacramento, Calif. Ray R. Kelsall and Leonard Giordano will contruct a 500-seat, $35,000 house at 1223 K Street. It is expected that the new theatre will be completed by March 15th.

Winnett, Mont. Lloyd Lafond has opened the Rimrock Theatre in the Sandaker Building, which he remodeled for that purpose.

Allwood, N. J. Maury Miller announces the forthcoming construction of a new 1000-seat theatre on Market Street, to be designed by John and Drew Eberson, architects, and operated jointly by Consolidated Theatres and Harry K. Hecht.

Chillicothe, Mo. H. J. Griffith has completed purchase of the Wallbrunn property in the 800 block of North Washington Street for construction of a $100,000 theatre which will double the seating capacity of the city.

Central Point, Ore. Walter H. Leverette announces that Interstate Theatres has bought the Harry F. Dunn property as a site for a new 800-seat concrete theatre.

Houston, Texas. A. M. Askew and J. L. McKinney are building a $160,000, 1000-seat air conditioned theatre, the O. S. T., on Old Spanish Trail near Scott Street.

Arnolds, Calif. Adrian Wattel opened his new Adrian Theatre January 7 with a vaudeville show and free admission.

Plymouth, N. C. The old Plymouth Theatre is being remodeled and will be opened March 1st as the Daily Theatre.

Greenwood, S. C. Kermit High, of Greenwood Theatres, Inc., has announced plans for a new 1250 seat theatre to replace the present Carolina Theatre.

Monterey Park, Cal. James Edwards, owner of Edwards Theatre Circuit, will build a new $200,000 theatre on Garvey Ave. Another new house, The Rancho, is to be built in Arcadia at Michillinda Ave. and Huntington Drive. Vernon Houghton of Arcadia is the architect and Steed Brothers, Alhambra, the contractors.

Owensboro, Ky. Malco Theatres, Inc. will construct a new 1500 seat theatre at 319-21 St. Ann Street in the near future. The site was purchased in November and construction will be supervised by J. C. Tunstill, who formerly managed the company's four houses here.

Sutton, W. Va. Buck Thayer, head of the Alpine Theatre Co., announced plans to build a new theatre in Sutton and completely remodel the company's theatre in Gassaway, W. Va.

Gladstone, Ore. Norman Goodin, operator of the Lake Theatre at Oswego, Ore., is building a new theatre with S. H. Rankin as the contractor. The new house fronts on the superhighway at West Clarendon Street.

Dunkirk, Ind. Albert Tharp is building a modern, air conditioned theatre here. Tharp is in the automobile business in Dunkirk.

Memphis, Tenn. James D. Catsoodas, Jr. recently discharged from the Army is building a $50,000 Negro theatre, The Esquire, seating 700. Claude Northern, architect, has provided for a snackbar and ample parking facilities. Site is at Carnes and Marechal Neil Streets.

Freeport, Penna. Frank S. Montgomery, of the Montgomery Lumber Co., has purchased a $22,000 property which will be converted into a new theatre with an addition costing $40,000. Construction is to start in the spring.

Dowagiac, Mich. Ralph Newland of Larkin Theatre Company has broken ground for The Chief, to be located next to the company's Century Theatre.

Coaldale, Pa. P. A. Magazzu has completed plans for his 12th theatre, the 700-seat, air conditioned new Ritz, to be located at 113 East Phillips Street. Construction will begin in April.

Rochester, N. Y. Morris Lipsky will build a $150,000, 850 seat house at 57-65 Clinton Avenue, North, next to the Palace. The site has been acquired, and blueprints and floor plans completed.

Greensboro, N. C. Standard Theatre Supply Company has been granted a construction permit for a $9,000 theatre supply building.

New York, N. Y. Brandt theatre interests have acquired the property at 1989-1991 Broadway for a motion picture and television theatre.

Modesto, Ga. George M. Mann, San Francisco chain owner, will construct a new 1200 seat stadium-type house at a cost of about $200,000. Site is on H Street at 4th Street. Plans are being prepared under direction of Wm. B. David, V.P. and operating manager of Mann's theatres. Frank Regan, Modesto district mgr., will supervise construction.

Lousiville, Ky. S. J. Switow, vice pres. of M. Switow & Sons Enterprises, Inc., announced purchase of a West End site for a $200,000, 1500 seat addition to the company's chain of theatres. Construction is to start at earliest possible date.

Galax, Va. Rex M. Sage and J. C. Kyle, Galax Amusement Co., have purchased a site—corner West Grayson and South Monroe Streets—for new movie house with stage facilities. Construction to start in 1946. Company operates Rex Theatre, Galax.

Presque Isle, Me. Jesse A. Bridgham and Lloyd Bridgham of Dover, N. H., have started erection of 800 seat, $100,000 theatre. Major construction is not contemplated until spring.

BREAKING GROUND



John G. Beihl, chairman of Hamilton Township, N. J., is seen breaking ground for a new RKO Reade theatre, the first theatre in the community's history. With Beihl, left to right, are John C. Hearns, RKO Division Manager; Frank Priest, town clerk; Edwin Gage of RKO Reade's Theatres and James M. Brennan, general manager of RKO Metropolitan Theatres.

FOREST
SUPER MCS RECTIFIERS
PROJECTION ARC LAMPS
and SCREENS
60 PARK PLACE, NEWARK, N. J.

Basic Screen Facts

(*Continued from Page* E-12)

may be desirable in a narrow auditorium only.

There should not be more than about 20-25 per cent difference in brightness between any two seats in the theatre. Viewing angles as obtained from the architects' seating plan or from actual measurements should be compared with the diffusion figures submitted by screen suppliers.

In choosing a screen two reflective factors must be taken into account and balanced against each other—and also against price, terms, guarantees and so on. Everything else being equal the screen that reflects the most light—has the highest average reflectivity—is to be preferred; but its diffusion characteristics must also be suited to the shape of the auditorium even at the cost of sacrificing overall brightness.

Construction

Screens consist of a cloth foundation upon which various types of surfaces are applied. The surface is composed of a reflecting material embedded in a suitable binder; it may be painted or coated or moulded on the fabric.

In diffusing screens the reflecting material is a white powder such as white lead, zinc oxide, lithopone or titanium dioxide. In the more highly directional types, glass beads may be used instead. These are not so much submerged in the binder as glued to the fabric by it; glass bead screens therefore have a surface somewhat like that of sandpaper, whereas the diffusing types present a smooth and even glossy surface.

Sound screens are, of course, perforated. The reflecting surface may be applied to a perforated fabric, or perforations may be cut or moulded in the process of applying, or after applying, the surfacing material. One type of glass bead screen has no visible perforations; the glass surface is coated upon a strong, loosely woven fabric, and sound is transmitted through the screen because of the looseness of the weave. Perforations must be small, or they will be visible to the audience. Since the projector illuminates the center of the screen more brightly than the edges, perforations may be more numerous at the center; this is desirable since it tends to give the screen the appearance of being evenly illuminated all over.

Location

The screen should be as far as practicable from the front seats, so that patrons occupying those seats will not have a blurred and fuzzy image to look at.

There have been cases where a theatre owner cut through the rear wall and mounted weatherproof boxes outside to house the speakers, in order to get the screen several feet further away from the front seats.

The Projection Practice Committee of the Society of Motion Picture Engineers recommends that the distance between screen an front seats should be not less than 0.87 feet for each foot of screen width. That is, if the screen is 12 feet wide, the minimum distance to the front seats should be 0.87 x 12, or 10.44 feet if viewing conditions are to be tolerable for patrons in the first row.

The picture width, on the other hand, should be equal approximately to 1/6th the distance from the screen to the last row of seats, according to the same authority. Thus, if the distance from the screen to the last seats is 72 feet, a 12-foot picture is indicated, with 10.44 feet between screen and front seats. If the distance to the last row of seats is 90 feet, the picture should be 15 feet wide, and no seats should be installed closer than 0.87 x 15, or 13 feet from the screen; and so on.

(For expert advice on how to maintain the screen in good condition, see Page 8 of this issue.)

The Cover

"Focal point of audience attention," and "The only reason for operating the theatre" are what members of the STR Advisory Council said of the projection screen during this month's meeting (see Page 8). Here is the most observed surface in the theatre, as represented by the RCA Snowhite screen in Broadway's long-run house, the Astor Theatre. Projection equipment includes three Brenkert BX 80 projectors, Brenkert lamps and RCA de luxe high fidelity sound system.



...For Top-Flight Performance—

In realism of image and naturalness of sound these trouble-free, streamlined *aces of the projection booth* exceed the demands of the most critical audiences. They are built to standards far in excess of those generally accepted for motion picture sound equipment . . . Priced to enable ANY theater to afford NEW equipment . . . DeVRY *know-how* engineering, teamed with DeVRY precision methods in parts production and assembly, assures theater projection that is flicker-free, shadowless and steady as a searchlight . . . Top-flight performance for either black-and-white newsreel or technicolor feature . . . Your DeVRY *includes* a synchronized built-in Sound-Head.

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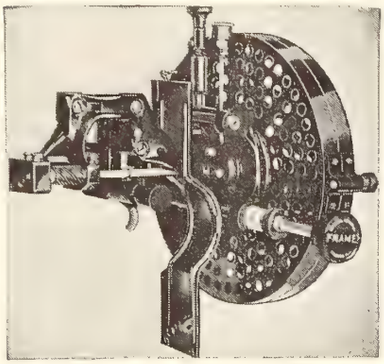
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Address.....

City..... *State*.....

Theater..... *Capacity*.....

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The Theatre That Fell Into A Coal Mine

An American Success Story

JOE AND CHARLOTTE EMASHOWSKI can't be kept out of show business. Nothing can do it. They get a character loan on pure nerve and persistence, in depression time when banks aren't making secured loans. Their new theatre sinks into the ground and disappears in a coal mine collapse, a total, uninsured loss. Joe builds another theatre largely with his own hands—makes it part of the deal with the building contractor that he be hired as a workman on his own job. Joe and Charlotte are still in show business.

The Theatre That Fell into a Coal Mine

in the First Stage of Its Disappearance



It was slow times in Larksville, Pennsylvania, during the depression. The mines were mostly shut down, the miners out of work. The only theatre in town had been dark since the advent of sound. Joe and Charlotte decided they would rent the house and put in sound equipment, with the rented house saw them far into the black, and building a shining new theatre, the finest the town had ever seen. They prospered with it for two and a half years. Then cracks began to appear in the walls. Inside of three weeks the fine new theatre had disappeared under the earth. No company will write insurance against that in the coal regions—the loser is just out of luck.

Back where they started, their whole investment gone and their friend Laycok having less than the proverbial shoestring to do it with. They laid persistent, unremitting siege to Charles W. Laycok, President of the Miners National Bank of Wilkes-Barre. Ultimately he capitulated, telling his fellow directors: "Such ambition should not be killed, but encouraged."

Five years of the hardest kind of work







Left to right: Joseph L. Emashowski; Horace G. Cook, Architect, and Charlotte Emashowski.

Projector Maintenance

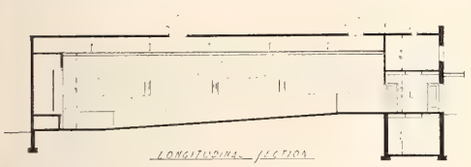
(*Continued from Page* E-19)

on the other gear at each revolution. Aside from the important operating advantages of this system, it means that wear is evenly distributed and not allowed to concentrate in the development of high spots; hence the gears can be kept in service much longer.

Again, lubrication, which is absolutely vital to any mechanism, is effected in the Simplex E-7 by a "one-shot" operation. Bearings are provided with *fresh* oil, oil that has lost none of its lubricating qualities since it is never re-circulated or used twice. It washes, in addition to lubricating, for it is applied to the bearing under pressure and flushes through it and away, carrying along any dirt or products of friction that may have been present.

Since this lubrication is effected by pressing one lever, under-oiling, over-oiling or forgetting any single bearing becomes impossible. Every bearing is lubricated when that single lever is operated, and each one receives its proportionately correct amount of oil. This certain, positive, lubricating system necessarily reduces wear. Additionally, it eliminates the need for introducing a dripping oil can into the film side of the projector. Thus the work of maintenance does not include dismantling and cleaning oil-smeared lenses.

Travel ghost is a vertical blurring, best





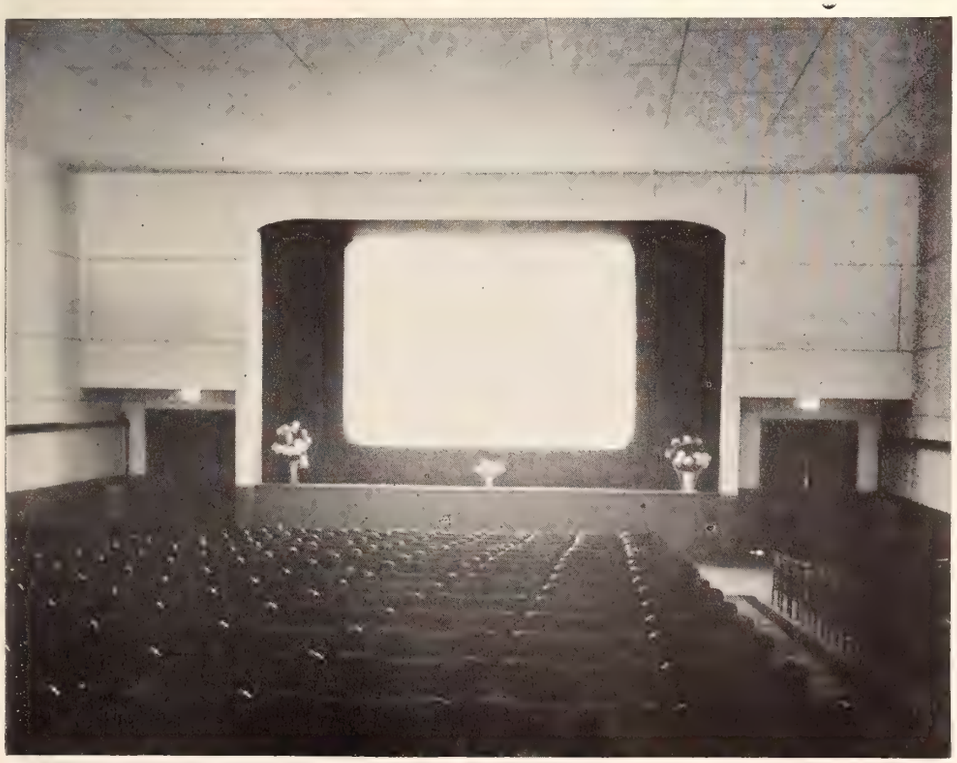
The single-block and Celotex plans that finally dragged approval out of the War Production Board.

of Miners National dead, they went to William Blatchford of Franklin Federal Savings and Loan and to Adam Hildebrand of Hanover National. These men also had to argue down their own directors, but between the two institutions a new character loan was floated. Alvin J. Albertson of Wilkes-Barre took the building contract, hiring Joe and his brother Bill for all-around labor. They alone put on the roof, and did a great deal of the rest of the work including installation of projection and sound equipment—which was bought from S.O.S. Cinema Supply Corp.

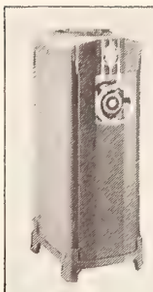
Even priorities and material shortages could not stop Joe and Charlotte Emashowski. In Horace G. Cook of Wilkes-Barre they found an architect who was able to work out a design of cinder-block walls and celotex interior with which they could wangle out approval from the War Production Board.

The New Larksville Theatre opened Dec. 12, 1945, with an invocation by Rev. J. E. Gryczka of St. Hedwig's Church. Joe is, as he has been for years, his own projectionist, janitor and repairman. Charlotte again looks after booking, advertising and publicity, and sells the tickets. And the town of Larksville, once more, has a shining new theatre for the entertainment of the people.

A Pennsylvania business man who shook his head at those impossible loans and incredible obstacles finally conceded: "That's the way America was built."



The 420-seat successor to the theatre that fell into a coal mine, as seen on its opening night.



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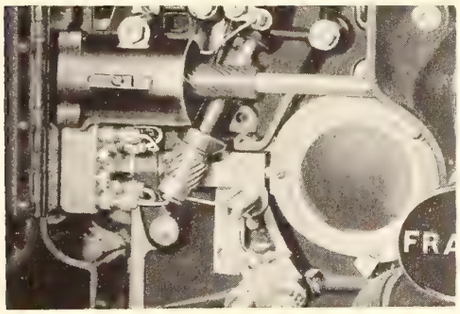
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observed in titles, when white letters on a black background appear to have unsteady tails tagging below them. The picture, of course, is similarly blurred, although in the picture the cause may be less easy to identify. Impaired synchronization between shutter action and intermittent action is responsible for this condition. It never appears in a properly adjusted new projector, but only after the parts have become worn.

In the Simplex E-7 it never appears at all; no repairs are ever needed to remove it. An automatic compensatory device, involving nothing more than a screw-driver adjustment, eliminates travel ghost in any condition of wear, and this device will last and function throughout the life of the mechanism.



Travel ghost repairs made unnecessary in any condition of wear or long service by this automatic compensator, which needs only screwdriver adjustment.

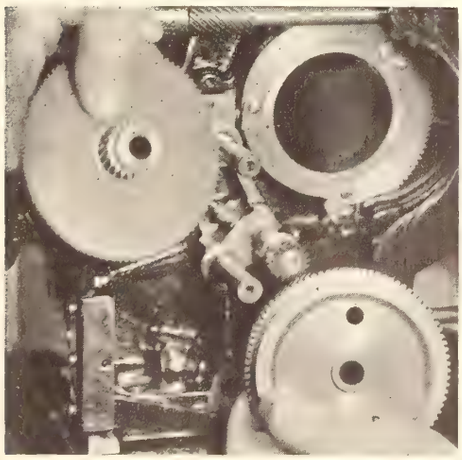
The intense heat of modern light sources sometimes damages projector parts. The Simplex E-7 has an extremely efficient cooling system. But the blower vanes are mounted on an integral part of the rear shutter blades and therefore need no maintenance. The intermittent sprocket arm and cover are so made that they will not warp under prolonged exposure even to intense heat. Hence they will not need to be replaced because of warping.

In addition to design (and choice of materials) that minimize the need for maintenance, the projector should be so constructed as to simplify those repairs due to normal wear which are unavoidable.

An example of the kind of construction that simplifies as well as minimizes maintenance can be found in the mounting of the intermediate and main drive gears of the E-7. They revolve on, not with, their shafts; the shafts are stationary, mere studs for the gear to turn on. This not only puts the pressure of operation where wear will be least, but additionally it reduces both the work and the cost of making replacements. When gears revolve with their shafts, and the shafts in turn revolve in bushings in the main frame, friction eventually requires replacing the main frame bushings, an expensive and often a protracted job. In the E-7 arrangement, friction occurs only between the gear and the stationary shaft, usually requiring replacement of gears only, and they must be renewed from time to time anyhow, since their teeth wear down. If after lengthy operation, the stationary shaft needs replacement also, that still is a very brief and straightforward matter, not to be compared with the rebushing of a main frame.

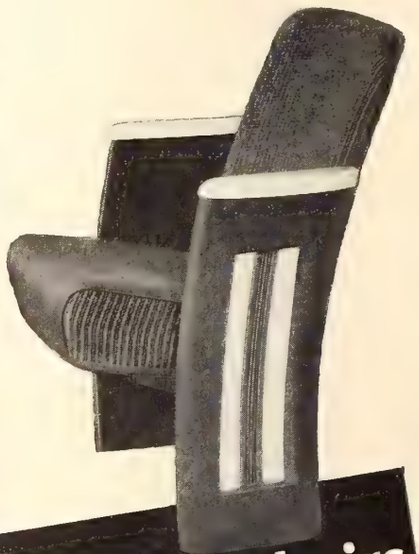
Another example is the ease with which the intermittent movement, the heart of the whole mechanism, can be taken out of a Simplex E-7 and replaced. Regardless of the type of soundhead used or the size of its flywheel, the projector does not have to be taken off the soundhead, nor the soundhead disturbed in any way.

Similarly the rear shutter guard can be removed without disturbing the lamphouse; the sight box and film gate are taken out and replaced without using tools. The film trap is removed by loosening only two screws. Film pad tension is



Maintenance is both minimized and simplified by this design, which makes gears revolve on and not with their shafts.

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adjusted and locked down without removing anything and without using tools; it can be adjusted while film is running.

These features typify the kind of provisions a good projector should have to keep unavoidable repairs as simple and inexpensive as possible.

Caring for the Projector

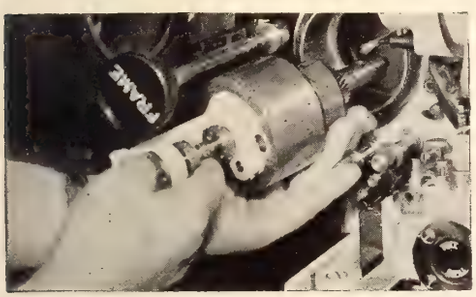
The showman does not repair and maintain the mechanism—he relies on his projectionists for that. But in this respect the exhibitor has, as said earlier in this article, a supervisory responsibility. He must back up his projectionists, or they are largely helpless. Their technical recommendations should be respected. If they say the projector needs this or that, chances are excellent that it does.

In cases of doubt, exhibitors who enjoy the advantage of the services of National Theatre Supply, have available in or near their own communities expert and trustworthy advice from an organization that couldn't conceivably afford to give any other kind.

Timely repairs preserve the audience value of the screen image, which the showman has already paid for, both in the original cost of his equipment and in the rental price of his pictures.

Repair vs. Replacement

The final point in maintenance is reached when further repairs become financially inadvisable.



Intermittent is removed and replaced without disturbing projector-soundhead alignment.

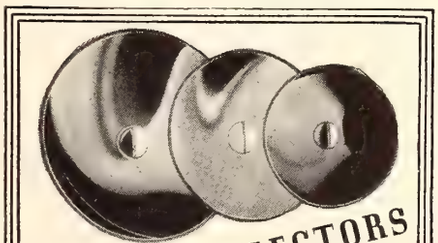
A projector can go on working almost for eternity if overhauled and rebuilt often enough, but the cost of those repairs accumulates, the trade-in value goes down. A time arrives when it is better business to collect the remaining trade-in-value—to invest a certain sum in increasing the equipment assets of the enterprise, rather than having to report the same as profit—and to enjoy the advantage and low cost of trouble-free operation for the next few years.

In addition, older projectors, no matter how well maintained and repaired, never could and never will give the kind of screen picture obtainable from an ultra-modern model such as the E-7.

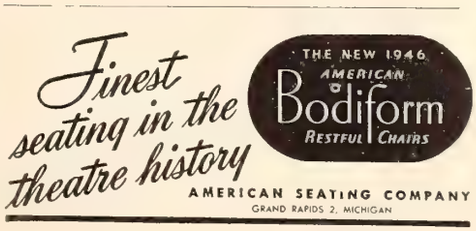
Determining the point at which replacement should take the place of further repair is necessarily one of the management functions of intelligent maintenance

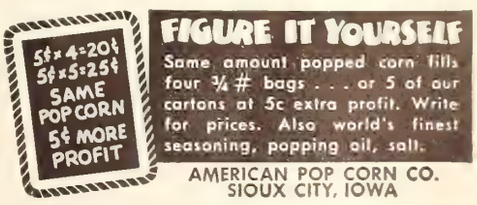
The purely technical advice and opinions the theatreman needs in coming to his decision are available to him through his own projectionists and through reliable organizations of the type that have been in business a long time, intend to stay in it, and therefore can never afford to oversell. The good business judgment required he must supply for himself.











STR Advisory Council

(*Continued from Page* E-8)

some conditions, and a few approved it absolutely.

One member of the majority group explained: "I know of no prepared paint that can be used successfully on screens. The possibility of establishing a good bond on the surface of screens as furnished by manufacturers today is almost nil, if we are talking about ordinary paint. Further, paint adds considerable weight to the screen structure, which was measured for sound attenuation in its original condition. Still further, it is not possible to paint a screen without diminishing the perforated areas through which the sound must pass."

Although the majority agreed with this member's conclusion, they did not attempt to add to his arguments, but confined themselves to a flat and emphatic "No paint."

Among the fairly strong minority that dissented, there were those who thought painting is sometimes economically justified, and a still smaller number who approved of it absolutely provided it is properly done.

Minority Report

"Yes, in subsequent-run houses of small capacity and small grosses," said one member.

"In less profitable theatres, if there is ample light available," was the opinion of another.

"As a temporary expedient, for economy, but even then only if done by experts," conceded a third.

The still smaller group that approved painting in general offered these comments:

"Yes, if done by experienced crew."

"Screens can be successfully re-painted if the work is done by an expert, but amateurs should not attempt this job."

And one member added: "I am not in favor of painting, but we have not found a satisfactory way to really clean the screen, and this sems the only method left for renewing its original reflective qualities."

Among those who did approve of repainting screens there was fairly general agreement that the number of times a screen can be painted depends entirely on just one details—how successful the painters are in keeping the perforations open.

One thought there is no limit to the number of times a screen can be painted "providing a good job is done" but this member found little support. Other estimates were:

"Three to five times."

"At the most, half a dozen times."

"Some of our screens have been repainted as many as four times."

"Eight times—twice a year for four years."

One member, however, expressed the view that "the life of the paint job decreases faster with each painting."

Many other items of screen care still remained to be discussed when the meeting adjourned. Next month's meeting will go into such details as re-surfacing screens, wartime improvements, and choosing the correct screen size for each theatre and each proscenium.

Draw up your chair again at the end of March, and sit in with us!



PICTURE OF MISERY

Westinghouse Scholarship Winner John William Hines at a Liberated German Concentration Camp.

AFTER GRUESOME EXPERIENCES photographing German concentration camps for the Army, youthful Corp. John William Hines of Wilkinsburg, Penna., has returned to Carnegie Tech to resume his studies under a Westinghouse War Memorial scholarship.

At one prison camp near Leipzig they found the smoldering remains of a barracks which had housed some 300 men, most of them political prisoners. From the only survivor found, he learned that before the Germans abandoned the place they had herded all the prisoners inside the wooden building, saturated the whole structure with acetone, and set it afire. Prisoners who escaped the fire were machine-gunned.

They May Solve Your Problem

Advertisements appearing in this issue.

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The FRONT *of the* MONTH



Close-up of the huge front-of-the-house display erected at the Leicester Square Theatre, London, to mark the advent of Wonder Man Danny Kaye.

USEFUL BOOKS

Profuse wealth of information on building, remodeling and repair can be found in Don Graf's Data Sheets. All types of building materials, and their uses, are covered in detail. Fourteen pages are devoted specifically to the motion picture theatre: to floor plans, floor slope, seating plans, screen width, projection room plans and the stage; but the entire book relates to structural materials and equipment of importance to the theatre manager. Heating equipment, roofing, acoustic materials, septic tanks, washroom equipment, exit doors are only a few of the many subjects dealt with.

This immense range of subject matter is treated in two ways to suit the needs of both layman and architect. Simple presentation in layman's language is often followed by complex technical detail; so that each reader can take from these pages as much or as little information as his own background enables him to absorb.

With Graf's Data Sheets on his bookshelf any theatre manager should be able to consult far more effectively with his architect, contractor or repairmen.

Data Sheets by **Don Graf.** Reinhold Publishing Company, New York. 779 pages, $5.00.

3 IN A BLOCK





With the recent installation of Wagner red translucent plastic changeable letters at the Marcy Theatre, a Randforce Amusement Co. house located at Marcy Avenue and Broadway, Brooklyn, N. Y., and Wagner blue plastic letters at the Aster, 276 Broadway, there are three theatres within a single block using Wagner display materials. The third house is the Commodore.

Westinghouse Forms Engineer Group to Install Sterilamps

A NATIONWIDE organization of independent distributors to serve as application engineers and as sales and service outlets for the Sterilamp, a bacteria-killing device, has been created by Westinghouse Lamp Division.

Consisting of a slender electronic tube made in numerous sizes and shapes, the Sterilamp contains a mixtures of gases and mercury vapor which, when excited by a current of electricity, produces the wave lengths of invisible ultraviolet lethal to bacteria, molds and viruses.

The purpose of the new Westinghouse engineering and distribution set-up was explained by C. W. Flood, Jr., manager of the Sterilamp department. "To obtain proper benefits in air disinfection," Flood asserted, "more than a lamp and a fixture are required—the right lamps must be placed properly under the right conditions. Bactericidal ultraviolet has opened up a new industry requiring specialists in ultraviolet engineering."

The distributors will have on their staffs engineers trained to recommend proper application of bactericidal ultraviolet as well as to provide a service assuring continuance of its effectiveness. Distributors and their engineering staffs convened in Bloomfield, in December for a three-day conference at which distribution policies were coordinated and application engineering panels were conducted.

During World War II, Sterilamps were used to reduce crossinfections in Army and Navy camps here and abroad. They stood guard in the nation's pharmaceutical laboratories, where every known scientific precaution is taken against contaimination. They helped in combatting mold and bacteria growth in food processing plants, in food stores and even in domestic refrigerators; and have reduced the danger of respiratory infections in poultry houses, brooders and animal barns.

"More important, however, is the role bactericidal ultraviolet will play in the public health field," Flood believes. "We visualize that in the future air disinfection may prove to be as important as water supply purification."

In most cases, Flood said, the firms appointed as distributors are handling only Westinghouse bactericidal ultraviolet lamps. Serving as "ultraviolet headquarters" in the various trading centers of America, they can provide close-to-home service for architects, engineers, theatremen and others.

DDT Helpful in Theatre

DDT, miracle chemical, is proving highly satisfactory in the theatre, according to Mel Glatz, Denver purchasing chief of Fox Intermountain Theatres.

Following test experiments in four situations, Glatz reports success with flies, bedbugs, water-bugs and other theatre pests. Chemical is proving easy to use, if instructions are carefully followed.

Pressure gun for spraying is being circuited over the territory, Glatz advises.

MARQUEE TIP

Many theatremen lay out their marquees by having inventory lists printed or mimeographed of all letters, words, punctuation, etc. in each size. As an example, here are the first six letters of a font totaling 200 letters, each letter written as many times as there are units of that letter in your font. Thus:

A A A A A A A A A A
B B B B
B B B B
C C C C C C C C
D D D D D D D D
E E E E E E E E E E E E
F F F F F F

In making up new copy for the marquee, circle each letter which is in your current sign and run a vertical line through each letter you need for the new sign. Those which have both a circle and a vertical line therefore remain for use with the new billing, and those having only a circle are returned to the storeroom, while letters marked with the vertical line and no circle are needed from the storeroom to make up the new sign. Following this simple procedure will save much time and effort otherwise lost running to and fro between store room and marquee.

ANIMATION



Danny's cautioning forefinger wags right while his eyes roll left, and vice versa. Executed by Max Fine for the New York Paramount, this attention-puller operates through a simple steel rod eccentric lever and a fractional horsepower motor. The effect fascinates the eyes of some youngsters who halt to admire wag in synchronism with Danny's.

SHORT SUBJECT REVIEWS

Report on Greece *(Very Good)*

(Continued from Page 38)

interests clash regarding Greece and indicates that the British have more than an altruistic interest in the country than stated by that government as an excuse for maintaining troops there. The film develops so many themes, in addition to presenting to American audiences the desperate plight of Greece's people, that they cannot be listed here. It is, however, a highly educational exposition of what is going on and undoubtedly will clarify cause and effect, regarding Greece, in the minds of everyone who sees it. The short has unlimited exploitation possibilities.

Headline Bands *(Very Good)*

(2605) Melody Masters **10 mins.**

A compilation of music by the bands of Woody Herman, Larry Clinton, Jimmy Dorsey and Vincent Lopez, this Melody Master features Rubinoff and his Violin and is highlighted by an especially good rendition of Old Man Mose by the inimitable Betty Hutton when she was the featured vocalist with Lopez. The short has exceptionally good musical entertainment and certainly deserves prominent billing as a box-office attraction in any theatre where it is shown.

Catnipped *(Amusing)*

Col. (7601) Flippy Cartoon **7½ mins.**

Flippy, the young bird, proves his point that his wiles are more than a match for the cat's cunning and the dog's brawn. The Technicolor short is action from start to finish, with Flippy's antics driving the dog and the cat into constant battles. Satisfactory booking on any program.

Spook to Me *(Funny)*

Col. (7435) Andy Clyde **17 mins.**

Andy Clyde is leader of a kid's organization, Blood Hound's Pack No. 1, and demonstrates pseudo bravery for the kids. They camp next to a haunted house in the woods and Andy and the kids enjoy a high old time when the counterfeiters inhabiting the house attempt to scare them off with all sort of invented supernatural antics.

A Hit with a Miss *(Good)*

Col. (7434) Shemp Howard **16 mins.**

Howard, a waiter with pugilistic ambitions who can fight only when he hears a band play Pop Goes the Weasel, hears it often enough as played by his manager's screwball violinist, and thus fights for the championship. The story is simply an opportunity for Howard to display his own type of comedy, and his mugging in this one is funny.

Cavalcade of Archery *(Good)*

Warner Bros. (1513) Sports Parade **10 mins.**

The short opens with Technicolor shots clipped from a much more ambitious Warner Bros. feature, showing Merrie Old England during the days when Robin Hood carried off all honors at archery. The scene shifts to the present and shows Howard Hill, famous archer, demonstrating his prowess with a bow and arrow. He probably would have taken all bets from Robin Hood or any other of the top archers of long ago. The short winds up with Hill shooting an apple and a prune off the head of an assistant, going the William Tell hero one better.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

Short Inspires Front-Page Story

Warner's two-reel featurette, "Hitler Lives?" dealing with the ever-present Nazi menace, was used as the basis for a front-page feature story in the Boston Herald, which tied in the subject with the recent U. S. Army poll in which GIs expressed themselves on the Hitler regime.

Written by Bill Cunningham, nationally known columnist and commentator, the story also was syndicated to 65 other papers. Cunningham also did a column piece on "Hitler Lives?" in which he said in part:

"The moral is powerful, the treatment unforgettable. The picture should be seen by every civilized human being and then seen again at regular intervals for the next 25 years, or maybe 125."

Svengali's Cat *(Amusing)*

20th Century-Fox (6510)
Mighty Mouse Terrytoon **7 mins.**

Mighty Mouse investigates the mysterious disappearances of mice by the score to discover that a high-powered hypnotist, leader of a gang of cats, has mesmerized a terrified damsel, who sings and lures other mice to their doom. The cat gets away in a flock of peculiar airplanes which Mighty Mouse battles in a Technicolored sky, defeats them all and swoops down to save the lovely damsel from a horrible fate in a menacing sawmill.

Sing and Be Happy *(Very Good)*

Universal (1381) Series No. 1 **10 mins.**

This is a new type musical embodying a story with a community sing. Jane Pickens is shown in her boudoir expecting her dream man back from overseas. As she sings, the accompanying words are superimposed on the screen with Miss Pickens turning directly to the audience and inviting them to accompany her. The songs form an integral part of the narrative and include, I Never Knew, I'll Be Walking With My Honey and I'll See You in My Dreams.

Swing High, Swing Sweet *(Entertaining)*

Universal (1307) Name Band Musical **15 mins.**

Jan Savitt and his Orchestra provide the basis of musical entertainment in this assisted by Ella May Morse, who sings Cow Cow Boogie; the Delta Rhythm Boys who do What a Difference a Day Made and Joan Fulton singing Sing, Everybody Sing. Miss Morse also delivers All I Do Is Dream of You and the maestro himself highlights the short with violin presentations of Fiorello's Caprice in D Major and Paginini's Caprice. The whole short is well produced and pleasingly presented in several different settings.

Pins and Cushions *(Interesting)*

20th Century-Fox (6301)
Paul Douglas Sports **8 mins.**

The fine points involved in bowling are shown by Joe Falcaro with trick set-ups and by straight demonstrations of slow-motion form by which the champ shows the flick of the wrist and other points involved in delivering the strike ball. Andrew Ponzie, former pocket billiard champ shows some of the trick shots he has used around the country in exhibitions with Charles Peterson, who also demonstrates a few of his own.

Peeks At Hollywood *(Interesting)*

Warner Bros. (2405) Vitaphone Varieties **10 mins.**

This is a variation on the "behind the scenes" business and shows two young starlets at Griffith Observatory looking at Hollywood from the vantage point available there. They see the forecourt of Grauman's Chinese Theatre; Ken Murray as a screwball artist; Arthur Lake (Dagwood Bumstead), Hal Peary (Gildersleeve), Earl Carroll and some of his girls; Virginia Weidler, Jane Withers and Errol Flynn in more or less intimate poses.

Bad Bill Bunion *(Funny)*

20th Century-Fox (6506 Mighty Mouse Terrytoon **7 mins.**

Mighty Mouse's invincibility defeats the machinations of Technicolored Bad Bill Bunion in a dance hall, a train hold-up, a stage coach episode with the favorite actress of the West saved from a gory fate. The actress scene in which a "ding dong bell" sequence is included is one of the funniest cartoon scenes to be shown in a long time.

Who's Who in the Jungle *(Good)*

20th Century-Fox (6506) Terrytoon **7 mins.**

Gandy Goose and his companion, the cat, are deep in the heart of a Technicolored African jungle when their plane is met by skunks, lions, leopards tigers and other denizens of the veldt. Gandy and the cat find themselves hunted instead of the hunters and make their get-away in their plane just in time to escape the more ferocious beasts, only to find that the skunks have taken over their airplane.

Baseball Bugs *(Very Funny)*

Warner Bros. (1726) Bugs Bunny **7 mins.**

The inimitable Bugs Bunny fancies himself a top-notch ball player and when he sees a tough gang trying to beat his home team through trickery he takes a hand, or rather nine pairs of hands, in the Technicolored game, playing all positions simultaneously (or so it seems so help us). Bugs has his hands full but he does it—that's what the man says!

Maestros of the Comics *(Interesting)*

Universal (1366) Person-Oddity **9 mins.**

Four outstanding comic artists are shown at work and the short then goes into a visual explanation of the mechanics of their reproduction in newspapers. The artists are Walter Berndt, creator of Smitty and Herby; Milton Caniff, author of Terry and the Pirates; Harold Gray, creator of Orphan Annie and finally Bill Holman who draws Smokey Stover.

ADVANCE DOPE

TALK ABOUT A LADY (Col.) **Drama. Principals:** Jinx Falkenberg, Richard Lane, Trudy Marshall. **Director,** George Sherman. **Plot:** Wealthy owner of a New York night club, a former racketeer fakes his own death in an accident. He leaves his entire estate to a small town girl who had impressed him with her honesty. Then a society belle appears, claiming she is entitled to the estate because she was married to the "dead" man —secretly, so as not to impair her social standing. It's all smoothed out when the man makes his appearance, explaining why he perpetrated the strange prank.

STAR FROM HEAVEN (MGM) **(Color) Drama. Principals:** Marshall Thompson, George Tobias, Clem Bevans. **Director,** Andrew Marton. **Plot:** When an orphan boy enlists in the Seabees, he leaves his ranch home in the care of an old friend. During his final leave before heading for the Pacific, he witnesses the death of his beloved mare "Bess." One night in the jungle, he frees a horse pinned beneath a fallen tree, renames her "Bess" and she becomes the mascot of his outfit. Bess saves his life after he is wounded and when he is sent home, she is transported to the States to join him.

BLONDE ALIBI (Universal) **Mystery. Principals:** Tom Neal, Martha O'Driscoll, Donald McBride. **Director,** Will Jason. **Plot:** On the eve of marrying a rich doctor, a young woman embarks for South America to seek a commercial flier whom she still loves after a two-year absence. Police take her off the boat for questioning in the sudden death of the doctor, shot with the flier's gun. Witnesses claim they saw the flier enter the doctor's rooms before the shooting. The case against the young man seems conclusive until a detective finds the murderer was a blackmailer whom the doctor was about to expose. The flier is cleared.

THE GLASS ALIBI (Rep.) **Drama. Principals:** Paul Kelly, Douglas Fowley, Anne Gwynne. **Director,** William Wilder. **Plot:** A reporter marries a wealthy girl who has but six months to live because of a heart ailment. He plans to cash in on her huge estate after her death, and then marry his old sweetheart, a gangster's ex-moll. However, the young wife's health seems to improve and the reporter finally decides to murder her and make it appear a suicide. A new and unexpected twist traps him into a first-degree murder conviction.

SISTER KENNY (RKO) **Drama. Principals:** Rosalind Russell, Alexander Knox, Dean Jagger. **Director,** Dudley Nichols. **Plot:** Sister Elizabeth Kenny, an obscure Australian nurse, discovers a new and effective treatment for infantile paralysis. She sacrifices her personal happiness in order to relieve the suffering of countless children but her path is repeatedly blocked by the skepticism of organized medicine. She is finally rewarded by the establishment of a Kenny Institute in America.

JOE PALOOKA, CHAMP (Mono.) **Drama. Principals:** Leon Errol, Elyse Knox, Joe Kirkwood, Jr. **Director,** Reginald Le Borg. **Plot:** During a tour, a fight promoter finds a young boxer in a small town. With the help of a society girl, he signs the young man to a contract, and he wins a series of sensational matches. His training for the championship suffers because of misunderstandings with the girl and also because of a gangster who is trying to get him to "throw" the big match. The gangster is captured when he attempts to shoot Joe Palooka in the ring; Joe wins the fight and the girl.

SPECTER OF THE ROSE (Rep.) **Drama. Principals:** Judith Anderson, Michael Chekhov, Ivan Kirov, Viola Essen. **Director,** Ben Hecht. **Plot:** A ballerina loves and marries a half-mad genius who murdered his first wife and dancing partner. The ballet which they produce together is a great triumph, in spite of his recurring moments of madness, when he tries to kill her. One night they fail to appear for a performance she has realized he is hopelessly insane and has taken him to an obscure hotel. While she sleeps there, he goes into his dance routine which ends with his death-leap through a twenty-story window.

STRANGE LOVE (Para.) **Drama. Principals:** Barbara Stanwyck, Lizabeth Scott, Van Heflin, Kirk Douglas. **Director,** Lewis Milestone. **Plot:** Story of murder and the sinister shadow it casts over the lives of four people. A young girl kills her aunt. She believes the secret is shared by three others. Actually, one of them was nowhere near the scene of the crime. Only he is able to escape the consequences. For him and his girl, there's happiness; for the others, death.

THREE WISE FOOLS (MGM) **Drama. Principals:** Margaret O'Brien, Lionel Barrymore, Lewis Stone, Edward Arnold. **Director,** Eddie Buzzell. **Plot:** Three selfish old men—a doctor, a judge and a banker—who live together on a huge estate, are startled one day by the appearance of a seven-year old girl, granddaughter of their long-lost love, who ran away to Ireland years before. When they realize she is the rightful heir to extensive property which they fancied belonged to them, they assume her guardianship, but their greed and selfishness disillusions the little girl and she runs away to a Convent. When they save the old oak tree which houses the fairies and leprechauns of her childish dreams, she returns to live with the three men.

THE SEARCHING WIND (Para.) **Drama. Principals:** Robert Young, Sylvia Sidney, Ann Richards, Dudley Digges. **Director,** William Dieterle. **Plot:** This is the love story of three people, told against the background of history-making world events from Mussolini's March on Rome, to the Duce's inglorious death 23 years later. The triangle involves a newspaperwoman, in love with a diplomat, and the statesman's wife.

ONE EXCITING WEEK (Rep.) **Drama. Principals:** Al Pearce, Pinky Lee, Jerome Cowan, Arlene Harris. **Director,** William Beaudine. **Plot:** While his home town prepares a welcome celebration for him, a war hero gets involved in a New York brawl with a gang of crooks, and wakes up later with amnesia. The crooks have learned of the $10,000 to be given him at his homecoming and, after telling him he really is a bank robber, they talk him into impersonating the hero and splitting the money with them. After a double-cross at the celebration, the young man follows the crooks to New York and they quarrel over the loot. This time a sock in the head restores his memory.

BOSTON BLACKIE'S PRIVATE GHOST (Col.) **Mystery. Principals:** Chester Morris, Jim Bannon, Jeff Donnell. **Director,** D. Ross Lederman. **Plot:** Boston Blackie is suspected by the police when a young man is fatally stabbed during a seance which they both attended. Learning that the spiritualist has been blackmailing a wealthy woman, Blackie searches his offices and finds the body of another spiritualist. The society woman, too, is murdered before police apprehend the suspects, which frees Blackie of all suspicion.

LONELY HEARTS CLUB (Rep.) **Drama. Principals:** Jane Withers, James Lydon, Raymond Walburn. **Director,** George Blair. **Plot:** A wealthy small-town girl in a big city gets mixed up with a man whose hobby is to marry wealthy women whom he meets through a matrimonial bureau. She agrees to marry him but his previous wives, whom he hasn't bothered to divorce, all turn up at the wedding. Also present is the bride's home-town sweetheart, who eases her out of the embarrassing role of a bigamist's bride, by marrying her himself and making her like it.

THE SHADOW'S SHADOW (Mono.) **Mystery. Principals:** Kane Richmond, Barbara Reed, George Chandler. **Director,** Phil Karlson. **Plot:** a newspaper columnist who has been blackmailing racketeers, is murdered in his office. The Shadow is forced to delay his marriage and investigate the crime because the murderer was wearing the Shadow's costume. The dead man's secretary is then killed and the key to their private files —an important clue—is stolen. When the killer is found and the racket exposed. The Shadow is cleared and free to marry his girl.

PASSKEY TO DANGER (Rep.) **Drama.** Kane Richmond, Stephanie Bachelor, Adele Mara. **Director,** Lesley Selander. **Plot:** An advertising campaign by an ambitious young man inadvertently opens up a big embezzlement case that occurred many years before, and the three crooks involved are afraid their secret is about to be revealed. When the young man learns of all the sinister doings behind his innocent advertising stunt, he sets out to bring the crooks to justice. In spite of beatings and continued attempts at murder, he captures the criminals and gets the big reward paid by the embezzled corporation.

STRANGE CONQUEST (Univ.) **Drama. Principals:** Jane Wyatt, Lowell Gilmore, Peter Cookson, Julie Bishop. **Director,** Jack Rawlins. **Plot:** A scientist in a jungle dies of fever after inoculating himself. His partner decides to publish a report of their discoveries in his friend's name, and he assumes the identity of the dead scientist. Soon the widow of the dead man appears and accuses the doctor of foul play. To convince her, the doctor's nurse inoculates herself and catches the disease. This, and the discovery of her husband's notebook, impresses the woman and she helps the nurse back to health.

SONG OF ARIZONA (Rep.) **Western. Principals:** Roy Rogers, Dale Evans, George "Gabby" Hayes. **Director,** Frank McDonald. **Plot:** An old cowboy who has thrown open his ranch to homeless boys is told that the bank is about to order the place foreclosed. Roy Rogers arrives on the scene and takes an interest in one of the boys, the son of a notorious bank robber. The boy is about to follow in his father's footsteps but when Rogers tells him that his father is dead, he turns over the loot that was left to him and it is used to pay off the mortgage on the ranch.

DRESSED TO KILL (Univ.) **Mystery. Principals:** Basil Rathbone, Nigel Bruce, Patricia Morison. **Director,** Roy William Neill. **Plot:** Three identical music boxes made in a prison and auctioned in London hold the key to the hiding place of a stolen set of plates for engraving five-pound notes. Sherlock Holmes knows that several murders are the work of a gang connected with the stolen plates, but lacks evidence to arrest them. After an unsuccessful attempt on Holmes' life, he and Watson trap the trio of criminals in the process of finding the banknote plates.

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in parenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarfare (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

	CURRENT 1944-45			Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader (M)F	Phil Harris-Leslie Brooks	70	9/13/45	b2/9/46
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone	60	1/24/46	a11/24/45
	Bandit of Sherwood Forest (Tech.) (D)F	Cornel Wilde-Anita Louise	85	2/21/45	b2/23/46
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton		2/21/46	a11/10/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	74	2/28/46	a11/17/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay (M)F	J. Canova-R. Hunter-L. Merrick	62	11/29/45	b2/16/46
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway	Reynolds-Brady-Falkenburg	78	1/3/46	a9/22/45
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	64	2/14/46	a11/10/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	61	12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

Devil's Mask	Anita Louise-Jim Bannon		
Gilda	Rita Hayworth-Glenn Ford		a1/26/46
Just Before Dawn	Warner Baxter-Mona Barrie	3/7/46	
Mysterious Intruder	Richard Dix-Barton MacLane		
Night Editor	William Gargan-Janis Carter		
One Life Too Many	Leslie Brooks-George Macready		
Perilous Holiday	P. O'Brien-R. Warwick-E. Buchanan	3/21/46	a2/9/46
Phantom Thief	Chester Morris-Jim Bannon		
Renegades (Tech.)	Evelyn Keyes-Willard Parker		
So Dark the Night	Micheline Cheirel-Steven Geray	3/14/46	a1/26/46
Story of Jolson (Tech.)	L. Parks-E. Keyes-W. Demarest		a2/9/46
Talk About a Lady	Jinx Falkenburg-Joe Besser	3/28/46	
That Texas Jamboree	Ken Curtis-Jeff Donnell		
Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman		a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw (W)F	Charles Starrett-Tex Harding	58	1/31/46	b2/16/46
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
	Roaring Rangers	Charles Starrett-Smiley Burnette	55	2/14/46	
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	55	12/20/45	b1/12/45

Westerns (Coming)

Galloping Thunder	Charles Starrett-Smiley Burnette		
Gunning for Vengeance	Charles Starrett-Smiley Burnette	3/21/46	
Heading West	Charles Starrett-Smiley Burnette		
Landrush	Charles Starrett-Smiley Burnette		
Phantom of the Desert	Charles Starrett-Smiley Burnette		
Terror Trail	Charles Starrett-Smiley Burnette		
Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	3/14/46	

MGM

Group No.	CURRENT 1944-45		Ins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/45
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45

Current 1945-46

13	Abbott & Costello in Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	69	Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7(21)45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45

COMING

Sp.	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125	Feb	b12/22/45
	Army Brat	James Craig-Frances Gifford			a1/26/46
	Bad Bascomb (W)F	Wallace Beery-Margaret O'Brien	110		b2/9/46
	Black Sheep	James Craig-Skippy Homeier			
	Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan			a2/9/46
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake			a2/9/46
	Fiesta (Tech.)	Esther Williams-John Carroll			a2/9/46
	Green Years, The	C. Coburn-T. Drake-S. Royle			a1/26/46
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			a2/9/46
	Hoodlum Saint (D)A	William Powell-Esther Williams	93		b2/9/46
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			a2/9/46
	Postman Always Rings Twice	Lana Turner-John Garfield			a9/29/45
	Show-Off	R. Skelton-M. Maxwell-M. Main			
	Star From Heaven	Marshall-Thompson-Jim Davis			
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
	Time for Two	J. Hodiak-L. Ball-L. Nolan			a2/9/46
	Two Sisters From Boston	Kathryn Grayson-June Allyson			a10/20/45
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
	You Were There	K. Hepburn-R. Taylor			
	Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110		b1/12/46

MONOGRAM

Prod. No.	CURRENT 1944-45				
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
504	Black Market Babies (D)A	Ralph Morgan-Teala Loring	71	1/5/46	b12/8/45
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
507	Fear (My)A	Warren William-Anne Gwynne	68	3/2/46	b12/29/45
509	Live Wires (D)F	Leo Gorcey-Huntz Hall	65	1/12/46	b2/16/46
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/12/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/8/45	b9/29/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

COMING

Behind the Mask	Kane Richmond-Barbara Reed		
Dark Alibi	S. Toler-B. Fong-M. Moreland		a1/26/46
528 Face of Marble (H)A	John Carradine-Claudia Drake	72	2/2/46 b1/26/46
529 Gay Cavalier	Gilbert Roland-Martin Garalaga		
In Fast Company	Leo Gorcey-Huntz Hall		
Joe Palooka, Champ	Joe Kirkwood-Elyse Knox		
514 Junior Prom	Freddie Stewart-June Preisser		
527 Shadow Returns (My)A	Kane Richmond-Barbara Reed	61	2/16/46 b1/19/46
Suspense	Belita-H. Valdez-A. Dekker	3/16/46	a12/29/45
503 Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74	3/16/46 b1/26/46

Westerns (Current 1944-45)

565	Border Bandits (W)F	J. M. Brown-R. Hatton	57	1/12/46	b2/23/46
452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
511	Lonesome Trail	J. Wakely-Lee White	55	12/8/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
572	Moon Over Montana	Jimmy Wakely-Lee "Lasses" White	54	2/23/46	
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45

Westerns (Coming)

566	Haunted Mine, The	J. M. Brown-Raymond Hatton	52	3/2/46	
567	Under Arizona Skies	J. M. Brown-Raymond Hatton		4/13/46	
573	West of the Alamo	Jimmy Wakely-Lee "Lasses" White		4/6/46	

PARAMOUNT

CURRENT 1944-45

Block No.			Rel. Mins.	Date	See Issue of
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
5	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/25/46	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45

Current 1945-46

1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Follow That Woman (My)	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/45	a4/7/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45
3	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45

COMING

	Big Town	Philip Reed-Hillary Brooke			a2/9/46
4	Blue Dahlia (My)A	A. Ladd-V. Lake-W. Bendix	100		b2/2/46
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
	Bride Were Beets	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Cross My Heart	Betty Hutton-Sonny Tufts			a4/7/45
	Danger Street	Jane Withers-Robert Lowery			
	Easy Come, Easy Go	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Hot Cargo	W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/10/45
3	Miss Susie Single's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	O.S.S.	A. Ladd-G. Fitzgerald-P. Knowles			
	Our Hearts Were Growing Up	B. Donlevy-G. Russel-D. Lynn			a4/28/45
	Perfect Marriage, The	L. Young-D. Niven-V. Field			
	Perils of Pauline	Betty Hutton-John Lund			
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			
	Strange Love	Stanwyck-L. Scott-Heflin			
	Suddenly It's Spring	F. MacMurray-P. Goddard			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer (D)A	Robert Lowery-Barbara Britton	64		b1/26/46
	To Each His Own	Olivia de Havilland-John Lund			a7/14/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.) (W)F	J. McCrea-B. Donlevy-S. Tufts	90		b1/26/46
4	Well Groomed Bride (C-D)F	R. Milland-O. deHavilland-S. Tufts	75		b2/2/46

PRC

CURRENT 1944-45

	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
	Arsen Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45	b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	10/23/45	b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
	Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
	Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46	b1/19/46
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	6/15/45	b3/31/45
	Man Who Walked Alone (C)F	Kay Aldridge-Dave O'Brien	74	3/15/46	b2/17/45
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
	Strangler of the Swamp (H) A	R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/45	b11/11/44
	White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45	b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/46	b6/16/45

COMING

	Avalanche	Bruce Cabot-Roscoe Karns			
	Devil Bat's Daughter	Rosemary LaPlanche-John James			
1	Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
	Mask of Diijon (D)A	Eric von Stroheim-Jeanne Bates	70	3/7/46	b2/2/46
	Murder Is My Business	Hugh Beaumont-Cheryl Walker			
	Once and For All	N. Coleman-P. Reed-F. Cressart			a12/22/45
	Wife of Monto Cristo	John Loder-Lenore Aubert			a12/29/45

Westerns (Current 1944-45)

	Ambush Trail (W)F	Bob Steele-Lorraine Miller	56	2/17/46	b2/2/46
	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
	Navajo Kid	Bob Steele		11/21/45	a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
	Six Gun Man (W)F	Bob Steele	59	2/1/46	b1/26/46
	Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
	Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
	Three In the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45	b9/22/45

Westerns (Coming)

	Caravan Trail (Color)	Eddie Dean-Emmett Lynn			
	Colorado Serenade	Eddie Dean-Mary Kenyon			
	Law Crusaders	Buster Crabbe-Al St. John			
	Man Without a Gun	Bob Steele-Ellen Hall			
	Romance of the West (W)F	Eddie Dean	58	3/20/46	b2/16/46
	Terrors on Horseback	Buster Crabbe-Al St. John			

RKO-RADIO

CURRENT 1944-45

Block No.			Trade Shown		See Issue of
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
Sp.	It's a Pleasure (Tech.) (DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45

CURRENT 1945-46

Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/15/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept.	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Tevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45

RKO-RADIO (Cont.)

Current 1945-46

Block No.			Trade Mins.	Shown	See Issue of
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/28/45

COMING

4	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	A Likely Story	Bill Williams-Barbara Hale			
	Badman's Territory	R. Scott-A. Richards-L. Tierney			a2/9/46
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
	Child of Divorce	Sharyn Moffett-Regis Toomey			
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
4	Deadline at Dawn (My)F	S. Hayward-P. Lukas-O. Massen	83		b2/16/46
	Desirable Woman	Joan Bennett-Robert Ryan			
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Double Trouble	Jack Haley-Anne Jeffreys			
	Falcon's Alibi	Tom Conway-Rita Corday			
4	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera-Ellen			
	Lady Luck	R. Young-B. Hale-F. Morgan			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b9/29/45
	Notorious	C. Grant-Ingrid Bergman			a2/9/46
4	Riverboat Rhythm (C)F	Leon Errol-Joan Newton	65		b2/9/46
	Sinbad the Sailor (Tech.)	D. Fairbanks, Jr.-M. O'Hara			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			
3	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step by Step	Lawrence Tierney-Anne Jeffreys			a2/9/46
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
4	Tarzan and the Leopard Woman (A)F	J. Weissmuller-B. Joyce	72		b2/16/46
	Till the End of Time	Dorothy McGuire-Guy Madison			a2/9/46
Sp.	Tomorrow Is Forever (D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			a2/9/46

REPUBLIC

CURRENT 1944-45

Rel. Date			Prod. No.		
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/15/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/20/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/15/45	b12/22/45

Current 1945-46

508	A Guy Could Change (D)F	Allan Lane-Jane Frazee	65	1/27/46	b1/26/46
503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
511	Crime of the Century	Stephanie Bachelor-Michael Browne	56	2/28/46	a12/1/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
510	Madonna's Secret, The (D)F	F. Lederer-A. Rutherford-G. Patrick	79	2/16/46	b2/23/46
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45

COMING

	A Strange Impersonation	Brenda Marshall-William Gargan			a10/13/45
	Catman of Paris (H)A	Carl Esmont-Lenore Aubert	56		b2/23/46
	Fabulous Suzanne	Barbara Britton-Rudy Vallee			
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Gay Blades	Allan Lane-Jean Rogers			a1/26/46
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			
	Ghost Goes Wild	James Ellison—Ann Gwynne			
	Home on the Range	Monte Hale-Adrian Booth			a1/26/46
	Inner Circle	Warren Douglas-Veda Ann Borg			
	In Old Sacramento	Constance Moore-William Elliott			
	I've Always Loved You	Catherine McLeod-Philip Dorn			a1/26/46
	Invisible Informer	Linda Stirling-William Henry			
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			a1/26/46
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			
	Man From Rainbow Valley	Monte Hale-Adrian Booth			
	Murder in the Music Hall (My)F	Vera Hruba Ralston-W. Marshall	84		b2/23/46
	My Pal Trigger	R. Rogers-D. Evans-G. Hayes			
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			
	Passkey to Danger	Stephanie Bachelor-Adele Mara			
	Rainbow Over Texas	Roy Rogers-Dale Evans			
	Song of Arizona	Roy Rogers-Dale Evans			
	Specter of the Rose	Michael Chekhov-Judith Anderson			
	Twisted Circle	Adele Mara-William Frawley			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45

Westerns (Current 1944-45)

456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6/2/45	b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45	b8/18/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
565	California Gold Rush	Wild Bill Elliott-Bobby Blake	56	2/4/46	
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	64	12/13/45	b2/2/46
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/45	b1/5/46
554	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	56	2/8/46	
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshall of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/45	b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue
564	Wagon Wheels Westward (W)F	Wild Bill Elliott-Bobby Blake	56	12/21/45	b1/19/46

REPUBLIC (Cont.)

Westerns (Coming)

		Mins.	Rel. Date	See Issue of
Alias Billy the Kid	Sunset Carson-Peggy Stewart			
Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			

Westerns (Coming)

El Paso Kid	Sunset Carson-Marie Harmon			
Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.					
523	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June	b6/9/45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F	Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov.	b1/19/46
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117	Mar	b12/1/45
622	A Yank in London	Anna Neagle-Rex Harrison	110	Mar	
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb	b1/19/46
604	Captain Eddie (B)F	F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F	J. Dunn-Sheila Ryan	65	Sept	b7/12/45
610	Col. Effingham's Raid (CD)F	G. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
617	Doll Face (CM)F	C. Miranda-P. Como-V. Blaine	80	Jan.	b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov	b8/29/45
612	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
618	Jesse James	T. Power-H. Fonda-N. Kelly	106	Feb	Re-release
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug	b6/16/45
614	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
615	Return of Frank James	Henry Fonda-Gene Tierney	92	Feb	Re-release
621	Sentimental Journey (D)F	M. O'Hara-J. Payne-W. Bendix	94	Mar	2/9/46
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec	b10/13/45
615	Shock (D)F	Vincent Price-Lynn Bari	70	Feb	b1/19/46
607	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Cobern	154	Aug	b8/5/44

COMING

Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell		a1/26/46
Black Beauty	Mona Freeman-Richard Denning		
Centennial Summer (Tech.)	Crain-Darnell-Bennett		a10/20/45
Claudia and David	Dorothy McGuire-Robert Young		
Cluny Brown	Charles Boyer-Jennifer Jones		a1/26/46
Dark Corner	Lucille Ball-William Bendix		a1/26/46
Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James		a5/19/45
Dragonwyck (D)A	G. Tierney-V. Price-W. Huston	103	b2/23/46
It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn		
Johnny Comes Flying Home	Martha Stewart-Richard Crane		a1/5/46
Margie (Tech.)	Jeanne Crain-Alan Young		
Rendezvous 24	William Gargan-Maria Palmer		
Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes		a1/5/46
Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives		a10/6/45
Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis		a1/5/46
Strange Triangle	Signe Hasso-John Shepard		a1/26/46
Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne		a1/26/46
Wake Up and Dream	John Payne-June Haver		a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
	Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
	Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46	b1/19/46
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
	Diary of a Chambermaid (D)A	P. Goddard-B. Meredith	86	2/14/46	b2/2/46
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12(8(44	b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	2/15/46	b11/17/45
	Outlaw, The	Jane Russell-Walter Huston		2/8/46	
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45	b6/23/45
	Whistle Stop (D)F	George Raft-Ava Gardner	85	3/1/46	b1/12/46

COMING

Angel on My Shoulder	P. Muni-A. Baxter-C. Rains		a2/9/46
A Night in Casablanca	Marx Bros.-Charles Drake		
A Scandal in Paris	G. Sanders-S. Hasso-C. Landis		a12/22/45
Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135	b12/22/45
Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten		
Fanny By Gaslight	James Mason-Phyllis Calvert		
Henry the Fifth	L. Olivier-R. Asherson		
Mr. Ace and the Queen	George Raft-Sylvia Sidney		
Rebecca	L. Olivier-Joan Fontaine	130	Reissue
Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin		a2/9/46
Strange Woman, The	H. Lamarr-G. Saners-L. Hayward		
This Happy Breed	Robert Newton-Celia Johnson		
Young Widow (D)A	Jane Russell-Louis Hayward	100	b2/23/46

UNIVERSAL

CURRENT 1944-45

Prod. No.					
9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/29/45	b7/21/45
9042	Blonde Ransom	Virginia Grey-Donald Cook	68	6/15/45	a1/6/45
9097	East Side of Heaven	Bing Crosby	88	6/15/46	Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45	b/16/45
9001	Lady of a Train	D .Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45

UNIVERSAL (Cont.)

Prod. No.					
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/10/45
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

Current 1945-46

516	Because of Him (CM)F	D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/3/45
510	Daltons Ride Again (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45	b11/17/45
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A	Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
518	Idea Girl (C)F	Jess Barker-Julie Bishop	60	2/8/46	b2/2/46
520	Little Giant	Abbott-Costello		2/22/46	
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/15/45
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45	b10/27/45
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/29/45
519	Seventh Veil (D)A	James Mason-Ann Todd	94	2/15/46	b11/10/45
501	Shady Lady (CM)F	S. Coburn-G. Simms-R. Paige	83	9/7/45	b9/8/45
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45	b10/20/45
517	Terror By Night (My)A	B. Rathbone-Nigel Bruce	60	2/1/46	b2/2/46
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/22/45
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

527	Blonde Alibi	Tom Neal-Martha O'Driscoll		4/12/46	
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	95		b2/16/46
	Brute Man	Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward			a10/6/45
	Cat Creeps	Lois Collier-Noah Beery, Jr.			a1/26/46
	Dead of Night	Michael Redgrove-Googie Withers			
	Dressed to Kill	Rathbone-N. Bruce-P. Morison			
	Fandango (Tech.)	DeCarlo-Donlevy-Aumont			a2/9/46
525	House of Horrors	Kent Taylor-Virginia Grey		3/29/46	
	Little Miss Big	Fay Holden-Beverly Simmons			
	Love Takes a Holiday	Joan Davis-Jack Oakie			
526	Madonna of the Seven Moons (D)A	P. Roc-P. Calvert-S. Granger	89	4/5/46	b1/26/46
521	Notorious Gentleman	Kent Taylor-Virginia Grey		3/1/46	a1/26/46
	Rogue's Progress (D)A	Rex Harrison-Lilli Palmer	110		b2/16/46
	She Wolf of London	Sara Haden-Una O'Connor	92		a1/5/46
521	Smooth As Silk	Kent Taylor-Virginia Grey		3/1/46	a1/26/46
528	So Goes My Love	Myrna Loy-Don Ameche		5/10/46	11/24/45
524	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce		3/22/46	a11/10/45
530	Strange Conquest	Jane Wyatt-Jess Barker		5/10/46	
522	Tangier	M. Montez-P. Foster-R. Paige			a11/10/45
	Wicked Lady (D)A	M. Lockwood-J. Mason-P. Roc	100		b1/12/46

Westerns (Current 1944-45)

9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45	4/19/46
9081	Riders of the Santa Fe (W)F	Rod Cameron-Eddie Dow	65	1/10/45	2/b23/46

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45	
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/45	a12/22/45
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45	

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F	B. Stanwyck-D. Morgan	101	8/11/45	a7/21/45
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45	b6/16/45
419	Corn Is Green (D)A	Bette Davis-John Dall	114	7/21/45	b3/31/45
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	92	6/9/45	b5/19/45

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45	Reissue
512	Burma Victory (Wa)A	Documentary	63	2/16/46	b12/22/45
508	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45	b9/29/45
510	My Reputation (D)F	Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	9/4/45	b8/11/45
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45	b6/30/45
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45	b11/24/45
511	Three Strangers (D)A	Fitzgerald-Greenstreet-Lorre	92	2/15/46	b1/26/46
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45	b11/17/45

COMING

	Appointment in Tokyo (Wa)	Documentary	54		b12/1/45
	A Very Rich Man	S. Greenstreet-M. Vickers-D. Clark			
	Beast With Five Fingers	R. Alda-A. King-P. Lorre			
	Big Sleep	H. Bogart-Lauren Bacall			a2/16/45
513	Cinderella Jones (C)F	Joan Leslie-Robert Alda	88	3/9/46	b2/16/46
	Devotion (D)A	O. deHavilland-I. Lupino			a2/17/45
	Escape Me Never	E. Flynn-I. Lupino-G. Young			
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark			a12/22/45
	Humeresque	J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married	Joan Leslie-Robert Hutton			a11/24/45
	Never Say Goodbye	Errol Flynn-Eleanor Parker			a12/1/45
	Night and Day	C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever	J. Garfield-G. Fitzgerald			a2/10/45
	Of Human Bondage	P. Henreid-E. Parker-P. Knowles			a8/16/44
	One More Tomorrow	Ann Sheridan-Dennis Morgan			a11/26/44
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring			
514	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	135	3/30/46	b11/24/45
	Sentence, The	Ann Sheridan-Robert Alda			
	Shadow of a Woman	Andrea King-William Prince			a4/28/45
	Stolen Life	B. Davis-G. Ford-W. Brennan			a3/31/45
	The Man I Love	Ida Lupino-Robert Alda			a11/24/45
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson-J. Wyman			a12/1/45
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie			
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith			a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett	Film Clas.		a10/4/44
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Adventure In Music (M)	Jose Iturbi & Others	62		b5/27/44
	Battle for Music (Doc.)F	London Philharmonic	74	FourCents	b10/28/45
	Crainquebille (D)A	French Cast	59	Hoffberg	b10/28/44
	1812 (Hist.)	Russian Cast	95	Artkino	b9/18/44
	Fall of Berlin (Doc.)F		70	Artkino	b9/15/44
I	Know Where I'm Going (D)F	Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourCents	b10/20/45
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite	b10/27/45

FEATURE GUIDE TITLE INDEX

For Dates of Reviews. Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
Avalanche	PRC
A Very Rich Man	WB
A Walk in the Sun	20th-Fox
A Yank in London	20th-Fox

B

Title	Company
Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Bottle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Behind the Mask	Mono.
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie's Rendezvous	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brief Encounter	Univ.
Brute Man	Univ.
Burma Victory	WB
But Not Goodbye	MGM

C

Title	Company
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
Child of Divorce	RKO
China's Little Devils	Mono.
Cinderella Jones	WB
Claudia and David	20th-Fox
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Colorado Serenade	PRC
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Title	Company
Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Danger Street	Para.
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Alibi	Mono.
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devil's Mask	Col.
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Dressed to Kill	Univ.
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Title	Company
Easy Come, Easy Go	Para.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Escape Me Never	WB
Experiment Perilous	RKO

F

Title	Company
Fabulous Suzanne	Rep.
Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fandango	Univ.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
First Yank Into Tokyo	RKO
Flame of the West	Mono.
Flaming Bullets	PRC
Fellow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Title	Company
Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
Ghost Goes Wild	Rep.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Title	Company
Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do	PRC
Humoresque	WB

I

Title	Company
Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Fast Company	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Inner Circle	Rep.
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Title	Company
Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Title	Company
Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Title	Company
Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lighting Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Little Miss Big	Univ.
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Title	Company
Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man From Rainbow Valley	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Margie	20th-Fox
Marked Trails	Mono.
Marshall of Laredo	Rep.
Marshall of Reno	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Mr. Ace and the Queen	UA
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Pal Trigger	Rep.
My Reputation	WB
Mysterious Intruder	Col.

N

Title	Company
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Lone Wolf	Col.

O

Title	Company
Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One Life Too Many	Col.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
O.S.S.	Para.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of the World	Para.
Over 21	Col.

P

Title	Company
Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Penthouse Rhythm	Univ.
Peaple Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Perils of Pauline	Para.
Phantom of the Desert	Col.
Phantom of the Plains	Rep.
Phantom Thief	Col.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Title	Company
Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Rendezvous 24	20th-Fox
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dan	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Rogue's Progress	Univ.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Title	Company
Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Saratoga Trunk	WB
Seared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Silver City Kid	Col.
Silver Fleet	PRC
Sinbad the Sailor	RKO
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
Smooth As Silk	Univ.
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Stoppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Suddenly It's Spring	Para.
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Twisted Circle	Rep.
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Undercover Woman	Rep.
Underdog, The	PRC
Under Arizona Skies	Mono.
Unseen, The	Para.
Up Goes Maisie	MGM

V

Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA
You Were There	MGM

Z

Ziegfeld Follies of 1946	MGM

NEW PICTURES STARTED LAST WEEK

Seven pictures started at four studios last week. A year ago last week nine pictures went before the cameras. Last week's starters:

REPUBLIC

The Twisted Circle—Principals: Adele Mara, William Frawley. Director, Phil Ford.

The Fabulous Suzanne—Principals: Barbara Britton, Rudy Vallee, Bill Henry. Director, Steve Sekely.

RKO

Sinbad the Sailor (Color)—Principals: Douglas Fairbanks, Jr., Maureen O'Hara, Walter Slezak. Director, Richard Wallace.

Child of Divorce—Principals: Sharyn Moffett, Regis Toomey, Walter Reed. Director, Richard Fleischer.

PARAMOUNT

Perils of Pauline—Principals: Betty Hutton, John Lund. Director, George Marshall.
Suddenly It's Spring—Principals: Fred MacMurray, Paulette Goddard. Director, Mitchell Leisen.

20TH-FOX

Claudia and David—Principals: Dorothy McGuire, Robert Young. Director, Walter Lang.

TITLE CHANGES

"The Shadow's Shadow" (Mono.) now BEHIND THE MASK.

"In High Gear" (Mono.) now IN FAST COMPANY.

"Three Kids and a Queen" (Univ.) now LITTLE MISS BIG.

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn That Texas Jamboree Walls Came Tumbling Down Night Editor Phantom Thief	Pardon My Past Gilda Mysterious Intruder	Story of Jolson Devil's Mask One Life Too Many
METRO	Ziegfeld Follies Hold High the Torch Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Army Brat	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years Time for Two Three Wise Fools But Not Goodbye Faithful in My Fashion	Yearling, The Till the Clouds Roll By Fiesta You Were There The Show-Off
MONO.	Black Market Babies Live Wires Red Dragon Joe Palooka, Champ Gay Cavalier	Strange Mr. Gregory Junior Prom Behind the Mask In Fast Company	
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The Easy Come, Easy Go They Made Me a Criminal Strange Love Ladies Man California	Searching Wind Perfect Marriage O.S.S. Danger Street Perils of Pauline Suddenly It's Spring
PRC	Wife of Monte Cristo Devil Bat's Daughter	Once And For All Murder Is My Business	Avalanche
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass Notorious Sister Kenny Crack-Up Double Trouble	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder Till the End of Time Without Reservations Step By Step	Desirable Woman A Likely Story Sinbad the Sailor Child of Divorce
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile Gay Blades In Old Sacramento Glass Alibi Man From Rainbow Valley	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range Song of Arizona One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger	Inner Circle Ghost Goes Wild My Pal Trigger Twisted Circle Fabulous Suzanne
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home Black Beauty Dark Corner	Smoky Wake Up and Dream Do You Love Me? Somewhere in the Night Strange Triangle Cluny Brown Shocking Miss Pilgrim	Three Little Girl in Blue Anna and the King of Siam Rendezvous 24 It Shouldn't Happen to a Dog Margie Claudia and David
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Young Widow Duel in the Sun Sin of Harold Diddlebock Fanny by Gaslight	Strange Woman Mr. Ace and the Queen Angel on My Shoulder
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl She Wolf of London Cat Creeps Smooth As Silk	Seventh Veil Wicked Lady Dressed to Kill	Love Takes a Holiday Dead of Night Rogue's Progress Fandango Little Miss Big
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo Beast With Five Fingers Two Guys From Milwaukee	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict Escape Me Never	Humoresque Sentence, The A Very Rich Man

SHORT Booking GUIDE

1944-45 PRODUCT

COLUMBIA

(1944-45)

	Comment	Running Time	Reviewed Issue Of
ALL-STAR COMEDIES			
6409 A Knight and a Blonde		14	
6404 Booby Dupes	Average	17	3/31/45
6428 Design for Loving	Tops	21	12/16/44
6401 Gents Without Coats		19	
6426 Gold Is Where You Lose It	Fair	16½	12/30/44
6429 Heather and Yon	So-So	17	3/24/45
6405 Idiots DeLuxe	Fair	17½	8/25/45
6423 Jury Goes Round 'n' Round	Fair	18	8/18/45
6402 No Dough, Boys		17	
6431 Off Again, On Again	Fair	16	3/31/45
6427 Open Season for Saps	Farce	18	12/16/44
6433 Pistol Packin' Nitwits	Fair	17	4/28/45
6422 She Snoops to Conquer	Average	18	3/10/45
6430 Snooper Service	Fair	14½	3/24/45
6421 Strife of the Party	Pleasing	16	12/16/44
6403 Three Pests in a Mess	Slapstick	15	5/12/45
6432 Two Local Yokels	Average	17½	5/19/45
6425 Wedded Bliss	Fair	17	11/18/44
6411 Wife Decoy		17	
6410 Woo! Woo!	Average	16	3/10/45
COLOR RHAPSODY			
6505 Carnival Courage		7	
6501 Dog, Cat and Canary		6	
6503 Fiesta Time		7½	
6504 Hot-Foot Lights	Funny	7	3/25/45
6502 Rippling Romance		8	
COMMUNITY SINGS			
6651 No. 1 (Leibert) Love Love, Love	Good	9½	11/18/44
6652 No. 2 (Baker) Ikky Tikky Tambo		9	
6653 No. 3 (Baker) Swinging on a Star		10	
6654 No. 4 (Liebert) Hot Time in Berlin	Good	9	3/10/45
6655 No. 5 (Baker) Tico Tico	Fine	11	3/10/45
6656 No. 6 (Don Baker) Very Thought of You	Good	10	4/28/45
6657 No. 7 (Leibert) I'll Walk Alone		11	
6658 No. 8 (Leibert) Sweet and Lovely	Musical	9	6/ 2/45
6659 No. 9 (Baker) Confessin'	Good	10	8/25/45
6660 No. 10 (Baker) Rum and Coca Cola	Good	10	8/25/45
6661 No. 11 (Leibert) Little on the Lonely Side	Good	10	8/18/45
6662 No. 12 (Leibert) Bell-Bottom Trousers	Good	11	11/10/45
6663 No. 13 (Special) Patriotic Songs		10½	
FILM-VODVIL			
6952 Al Trace's Comedy Band	Excellent	11	12/16/44
6954 Korn Kobblers	Good	11	4/28/45
6951 Kehoe's Marimba Band		11	
6955 Lowe, Hite & Stanley	Diverting	11	6/ 2/45
6953 Rootin' Tootin' Band		11	
FOX & CROW			
6751 Be Patient, Patient		7	
6752 Egg-Yegg	Amusing	7½	3/31/45
6753 Kukunuts	Funny	6½	316//45
6754 Treasure Jest	Good	6½	3/16/45
LI'L ABNER			
6602 Kickapoo Juice	Amusing		37/31/45
6601 Perkuliar Piggy	Funny	7	12/16/44
PANORAMICS			
6801 A Harbor Goes to France		10	
PHANTASIES			
6702 As the Fly Flies		6	
6704 Bobby Socks	Good	6	8/18/45
6703 Goofy News Views	Has Possibilities	7	6/ 2/45
6701 Mutt 'n' Bones	Fair	7	12/23/44
SCREEN SNAPSHOTS			
6851 No. 1 (GI Joe in Hollywood)	Fair	10	12/ 2/44
6852 No. 2 (The Mike Goes to War)		10	
6853 No. 3 (Ken Murray, M.C.)		10	
6854 No. 4 (Variety-Mowbray)		9½	
6855 No. 5 (GI Janes in Hollywood)	Average	10	3/20/45
6856 No. 6 (Vallee-Allen)	Good	9	4/14/45
6857 No. 7 (Memorial to T. Mix-W. Rogers	Excellent	9	4/14/45
6858 No. 8 (Letters to GI)		10	
6859 No. 9 (Doctors in Make-Up)		9½	
6860 No. 10 (Eddie Cantor-Ginny Simms)	Excellent	10	8/25/45
SPORTS REEL			
6803 Aqua-Maids		9½	
6809 Chips and Putts		9	
6802 Hedge Hoppers	Selective	8	12/16/44
6808 Hi-ho Rodeo		9	
6807 Iron Masters	Excellent	9½	5/ 5/45
6801 K-9-Kadets		10½	
6805 Kings of the Fairway	Interesting	10	4/21/45
6806 Rough and Tumble	Very Funny	9	4/14/45
6810 Salmon Fishing		9	
6804 Striking Champions		10	

SERIALS

6120 Black Arrow	15 Chaps.	
6140 Brenda Starr, Reporter	13 Chaps.	
6160 Monster and the Ape	15 Chaps.	5/26/45

METRO-GOLDWYN-MAYER

(1943-44)

CARTOONS (Tech.)			
W-542 Barney Bear's Polar Pest			
W-538 Bear Raid Warden	Good	8	8/26/44
W-539 Big Heel-Watha	Excellent	8	9/ 2/44
W-546 Jerkey Turkey	Fair	8	5/12/45
W-541 Mouse Trouble			
W-540 Puttin' on the Dog	Very Funny	7	11/ 4/44
W-543 Screwy Truant	Good	7	5/12/45
W-545 Shooting of Dan McGoo	Kids Itself	8	4/21/45
W-544 Unwelcome Guest			
CRIME-DOES-NOT-PAY			
A-502 Fall Guy	Fair	20	5/12/45
A-503 Last Installment	Absorbing	19	5/12/45
A-504 Phantoms Inc.		17	
MINIATURES (10)			
M-590 Little White Lie			
M-589 Nostradamus IV	Very Good	10	11/ 4/44
M-588 Somewhere USA (Tech.)		10	
M-587 Why Daddy		9	
PASSING PARADE			
K-574 A Lady Fights Back	Interesting	10	1/ 6/45
K-572 Grandpa Called It Art	Good	10	10/ 7/44
K-575 It Looks Like Rain			
K-573 Return From Nowhere	Interesting	10	11/ 4/44
K-576 Seesaw and the Shoes	Exceptional	10	5/12/45
PETE SMITH SPECIALTIES (14)			
S-557 Football Thrills of 1943	Very Good	8	11/ 4/44
S-560 Hollywood Scout	Unique	8	5/12/45
S-55 Movie Pests	Pointed Fun	10	8/ 5/44
S-558 Safety Sleuth	Hilarious	10	12/16/44
S-556 Sports Quiz	Very Good	10	9/ 2/44
S-559 Track and Field Quiz			
TRAVELTALKS (12) (Tech.)			
T-520 City of Brigham Young			
T-518 Colorful Colorado		8	
T-521 Monumental Utah	Excellent	9	9/ 2/44
T-519 Roaming Through Arizona		10	
T-522 Wandering Here and There	Instructive	9	1/13/45

(1944-45)

CARTOONS			
W-631 Mouse Comes to Dinner		7	
W-632 Mouse in Manhattan		8	
W-633 Tee for Two		7	
W-634 Swing Shift Cinderella		8	
TRAVELTALKS			
T-612 Seeing El Salvador		9	
T-611 Shrines of Yucatan	Instructive	9	1/13/45
T-613 Modern Guatemala City		8	

PARAMOUNT

CLASSICS CARTOONS (Tech.) (4)			
C4-10 Hunky and Spunky		7	Reissue
C4-9 Kids in the Shoe		7	Reissue
C4-7 Little Stranger		7	Reissue
C4-8 Snubbed by a Snob		7	Reissue
GEORGE PAL PUPPETOONS			
U4-6 Hatful of Dreams	Excellent	9	4/28/45
U4-3 Hot-Lip Jasper	Excellent	8	1/27/45
U4-7 Jasper's Booby Traps	Very Good	8	6/ 2/45
U4-8 Jasper's Close Shave	Good	8	8/ 4/45
U4-5 Jasper's Minstrels	Fair	9	4/28/45
U4-1 Jasper's Paradise	Excellent	7½	12/30/44
U4-4 Jasper Tell	Amusing	8	2/ 3/43
U4-2 Two Gun Rusty	Very Good	7½	11/11/44
LITTLE LULU			
D4-4 Beau Ties	Fair	8	6/ 9/45
D4-1 At the Zoo	Entertaining	8	3/10/45
D4-2 Birthday Party	Excellent	8	3/10/45
D4-5 Daffydilly Daddy	Good	8	10/13/45
D4-3 Magica-Lulu	Amusing	8	5/ 5/45
D4-6 Snap Happy			
NOVELTOONS			
P4-5 Lamb in a Jam	Good	8	8/ 4/45
P4-6 A Self-Made Mongrel	Funny	8	10/13/45
P4-4 Scrappily Married	Very Funny	8	8/31/45
P4-3 When GI Johnny Comes Home	Exceptional	8	5/ 5/45
P4-1 Yankee Doodle Donkey	Amusing	8	1/27/45
P4-2 Gabriel Churchkitten	Winsome	8½	3/10/45
MUSICAL PARADES			
FF4-5 Boogie Woogie	Good	20	6/ 2/45
FF4-1 Bonnie Lassie	Very Good	19	9/23/44
FF4-3 Bombalera	Super	20	1/27/45
FF4-4 Isle of Tabu	Good	20	3/10/45
FF4-2 Star Bright	Excellent	20	12/23/44
FF4-6 You Hit the Spot	Entertaining	20	9/22/45
POPEYE			
E4-5 For Better or Nurse		7½	
E4-6 Mess Production	Good	7½	11/17/45
E4-2 Pop-Pie Ala Mode	Good	8	6/ 2/45
E4-4 Shape Ahoy	Good	7½	9/ 1/45
E4-1 She-Sick Sailors	Good	8	3/31/45
E4-3 Tops in the Big Top	Good	7	8/ 4/45
POPULAR SCIENCE			
J4-1 No. 1	Interesting	10	12/30/44
J4-2 No. 2	Excellent	10	12/30/44
J4-3 No. 3	Interesting	10	1/27/45
J4-4 No. 4	Very Interesting	10	5/12/45
J4-5 No. 5	Good	10	6/ 9/45
J4-6 No. 6	Excellent	10	8/ 4/45
SPEAKING OF ANIMALS			
Y4-1 As Babies	Tops	9	12/30/44
Y4-6 From A to Zoo	Excellent	9	9/ 1/45
Y4-5 In a Musical Way	Excellent	9	8/18/45
Y4-3 In the Public Eye	Good	10	3/24/45
Y4-4 Talk of the Town	Very Funny	9	5/26/45
Y4-2 Who's Who in Animal Land	Tops	9	1/27/45
SPORTLIGHTS			
R4-5 Blue Winners	Excellent	9	1/27/45
R4-2 Brongs & Brands	Thrilling	9½	12/30/44
R4-10 Campus Mermaids	Good	9	9/ 1/45
R4-9 Canine-Feline Capers	Good	9	8/16/45
R4-8 Fan Fare	Fair	9	6/ 9/45
R4-3 Long Shots or Favorites	Good	9½	2/10/45
R4-4 Out Fishin'	Excellent	9½	4/21/45
R4-6 Game Bag	Excellent	9½	3/31/45
R4-1 Rhythm on Wheels	Good	9½	12/ 2/44
R4-7 White Rhapsody	Thrilling	9	5/12/45
UNUSUAL OCCUPATIONS			
L4-1 No. 1	Interesting	10	11/ 4/44
L4-2 No. 2	Interesting	10	2/24/45
L4-3 No. 3	Very Fine	10	3/10/45
L4-4 No. 4	Interesting	10	5/12/45
L4-5 No. 5	Interesting	10	9/15/45
L4-6 No. 6	Interesting	10	10/18/45

RKO RADIO

DISNEY CARTOONS (18) (Tech.)			
54110 African Diary		7	
54112 Californy 'Er Bust	Fair	7	6/16/45
54113 Canine Patrol	Excellent	7	9/22/45
54107 Clock Watcher	Good	7	1/13/45
54118 Cured Duck		7	
54108 Dog Watch	Good	7	1/ 6/45
54111 Donald's Crime		8	
54105 Donald's Off Day	Funny	7	1/ 6/45
54114 Duck Pimples	Very Good	8	6/ 9/45
54109 Eyes Have it	Entertaining	7	5/12/45
54103 First Aiders	Excellent	7	12/ 2/44
54117 Hockey Homicide		8	
54104 How to Play Football	Timely	8	12/ 9/44
54116 No Sail	Good	7	8/25/45
54115 Legend of Coyote Rock	Very Funny	7	8/25/45
54102 Plastics Inventor	Excellent	7	8/19/45
54101 Springtime for Pluto		7	
54106 Tiger Trouble	Funny	7	1/18/45
EDGAR KENNEDY			
53401 Feather Your Nest	Good	18	12/16/44
53402 Alibi Baby	Comedy	18	1/13/45
54405 It's Your Move	Fair	17	8/18/45
53403 Sleepless Tuesday	Some Laughs	18	4/28/45
53404 What, No Cigarets?	Poor	18	7/ 7/45
53406 You Drive Me Crazy	Fair	17	11/10/45
FLICKER FLASHBACKS			
54201 No. 1		10	
54202 No. 2	Good	9½	11/11/44
54203 No. 3		9	
54204 No. 4	Hilarious	9	2/24/45
54205 No. 5	Swell Ribbing	9	3/31/45
54206 No. 6	Good	8	4/21/45
54207 No. 7		7	
HEADLINER REVIVALS			
53201 Songs of the Colleges		15	
53204 Swing Fever		19	
53202 Swing It		16	
53203 Swing Vacation		19	
LEON ERROL			
53707 Beware of Redheads	Good	17	9/22/45
53703 Birthday Blues	Average	17	4/14/45
53706 Double Honeymoon	Good	18	8/18/45
53702 He Forgot to Remember		17	
53704 Let's Go Stepping		17	
53701 Triple Trouble	Good Hokum	17	11/11/44
53705 It Shouldn't Happen to a Dog	Fair	18	8/25/45
SPORTSCOPES			
54308 Athlete of the Year	Good	8	4/21/45
54313 Colorado Rainbows	Good	8	9/22/45
54306 Court Craft	Action	8	4/21/45
54305 Five Star Bowlers	Class Appeal	8	2/24/45
54304 Parallel Skiing	Good	8	1/ 6/45
54303 Saddle Starlets	Good	8	12/23/44
54302 School for Dogs	Interesting	8	12/30/44
54307 Ski Gulls	Thrills	8	3/31/45
54311 Tee Tricks	Excellent	8	7/ 7/45
54309 Timberdoodles	Interesting	8	4/23/45
54310 West Point Winners	Very Good	8	7/ 7/45
54312 Mexican Playland	Good	8	8/25/45
THIS IS AMERICA			
53113 Americans in Paris	Good	16	11/24/45
53111 Annapolis	Interesting	16	9/22/45
53108 Battle of Supply	Excellent	17	7/ 7/45
53112 California Boom Town	Very Good	16	10/27/45
53107 Dress Parade	Very Good	16	5/12/45
53106 Guam-Salvaged Island	Excellent	17	4/21/45
53105 Honorable Discharge	Educational	17	3/24/45
53102 New Americans	Interesting	19	1/ 6/45
53104 On Guard	Exciting	17	3/ 3/45
53110 Policing Germany	Excellent	18	8/11/45
53103 Power Unlimited	Interesting	17	2/24/45
53101 West Point	Revealing	17	12/ 9/44
53109 China Life Line	Excellent	16	7/28/45

REPUBLIC

483 Federal Operator 99	15 Chaps.	
482 Manhunt of Mystery Island	15 Chaps.	
381 Phantom Rider	12 Chaps.	
484 Purple Monster Strikes	15 Chaps.	
481 Zorro's Black Whip	12 Chaps.	

20th CENTURY-FOX

LEW LEHR

5902 Do You Remember.....
5901 Sea Food Mamas..... 8 .....

MOVIETONE ADVENTURE

5256 Alaskan Grandeur (Tech.).Interesting .... 8 .. 3/10/45
5254 Black, Gold and Cactus (Tech.) .....
5257 Canyons of the Sun.....Educational .... 8 .. 2/10/45
5255 City of Paradox.....
5261 Empire State .....
5259 Isle of Romance.....
5252 Jewels of Iran.....
5256 Land of 10,000 Lakes....Interesting .... 8 .. 3/10/45
5251 Mexican Majesty (Tech.).....
5201 Modeling for Money.....
5253 Mystic India .....
8260 Sikhs of Pallala.....

SPORTS REVIEWS

5351 Blue Grass Gentlemen (Tech.) .....
5302 Steppin Pretty .....
5354 Down the Fairways.....
5352 Trolling for Strikes (Tech.) .....
5353 Nova Scotia .....Fair ..... 8 .. 3/10/45

SPECIAL

5601 Three Sisters of the Moors ..... 20 .....

UNIVERAL

NAME BAND MUSICALS

9128 Artistry in Rhythm.....Fair ..... 15 .. 6/16/45
9122 Harmony Highway .....Fair ..... 15 ..12/20/44
9124 Jive Busters .....Average ..... 15 .. 4/21/45
9125 Melody Parade .....
9123 On the Mellow Side.....Excellent ..... 15 ..12/30/44
9127 Rockabye Rhythm .....Good ..... 15 .. 7/ 7/45
9126 Swing Serenade .....Very Good ..... 15 .. 5/12/45
9121 Swingtime Holiday .....Good ..... 15 ..12/30/44
9129 Waikiki Melody .....Excellent ..... 15 .. 8/18/45

PERSON ODDITIES

9373 ABC Pin-Up .....Good ..... 9 .. 2/10/45
9375 Author in Babyland.....Interesting .... 9 .. 5/12/45
9376 Broadway Farmer .....Good ..... 9 .. 7/ 7/45
9371 Idol of the Crowd.....Interesting .... 9 ..11/ 4/44
9378 Kanine Aristocrats .....Good ..... 9 .. 9/22/45
9372 One-Man Newspaper ....Interesting .... 10 ..12/23/44
9374 Pigtail Pilot .....Exceptional .... 9 .. 1/27/45
9377 School for Mermaids.....Good ..... 9 .. 8/25/45

SWING SYMPHONIES

9231 Abou Ben Boogie.....Fair ..... 7 ..11/ 4/44
9235 Painter and the Pointer .....Amusing ..... 7 ..12/23/44
9234 Pied Piper of Basin Street .....Entertaining ... 8 .. 2/10/44

TECHNICOLOR CARTUNES

9232 Beach Nut, The.....Good ..... 7 ..12/16/44
9236 Chow Chow Baby.....Hilarious ..... 7 .. 2/24/45
9239 Crow Crazy .....Funny ..... 7 .. 8/25/45
9240 Dippy Diplomat .....
9235 Painter and the Pointer.....
9233 Ski for Two.....Tops ..... 7 ..12/30/44
9238 Woody Dines Out.....Good ..... 7 .. 5/12/45

SPECIAL FEATURETTES

9112 Lili Marlene .....Engrossing .... 21 ..11/11/44
9110 World Without Borders..... 21 .....

VARIETY VIEWS

9352 Dogs for Show.....Very Fine ..... 9 ..12/23/44
9351 From Spruce to Bomber..Interesting .... 9.. 12/16/44
9353 Mr. Chimp Goes to Coney Island .....Fair ..... 10 ..12/23/44
9354 White Treasure .....Interesting .... 9 .. 1/13/45
9356 Wingmen of Tomorrow...Interesting .... 10 .. 6/16/45
9355 Your National Gallery...Interesting .... 10 .. 2/24/45
9357 Victory Bound .....Interesting .... 9 .. 9/ 1/45
9358 Village of the Past.....Good ..... 9 .. 8/25/45

SERIALS

9581 Jungle Queen..... 13 Chaps.
9881 Master Key ..... 13 Chaps. 5/ 5/45
9681 Mystery of the River Boat... 13 Chaps. 12/ 2/44
8781 Raiders of Ghost City..... 13 Chaps. 8/12/44
9081 Secret Agent X-9..... 13 Chaps. 9/22/45

VITAPHONE-WARNER BROS.

BUGS BUNNY SPECIALS

1726 Baseball Bugs .....
1724 Hare Conditioned .....Excellent ..... 7 .. 8/25/45
1723 Hare Trigger .....Excellent ..... 7 .. 4/21/45
1721 Herr Meets Hare..... 7 .....
1722 Unruly Hare .....Excellent ..... 7 .. 2/24/45
1725 Hare Tonic .....Excellent ..... 7 ..11/24/45

BLUE RIBBON HIT PARADE

1309 Ain't We Got Fun.....
1313 Busy Bakers .....
1306 Fella With a Fiddle..... 7 .....
1304 I Love to Singa..... 7 .....
1310 I'm a Big Shot Now..... 7 .....
1308 I Only Have Eyes for You..... 7 .....
1301 Let It Be Me..... 7 .....
1312 Old Glory ..... 7 .....
1305 Plenty of Money and You..... 7 .....
1302 September in the Rain..... 7 .....
1311 Speakin' of the Weather..... 7 .....
1303 Sunday Go to Meeting Time ..... 7 .....
1307 When I Yoo Hoo.....

FEATURETTES

1109 Are Animals Actors.....Good ..... 20 .. 4/14/45
1106 Congo .....
1101 I Am An American.....Auspicious .... 20 ..12/30/44
1108 It Happened in Springfield .....Magnificant .... 20 .. 4/ 7/45
1104 I Won't Play.....Terrific ..... 20 ..12/ 2/44
1110 Law of the Badlands....Good ..... 20 .. 4/21/45
1112 Learn and Live.....Excellent ..... 20 .. 1/11/45
1105 Nautical But Nice.....Satisfying ..... 20 ..12/30/44
1107 Navy Nurse .....Very Good ..... 20 .. 2/24/45
1108 Once Over Lightly.....Good ..... 20 ..11/11/44
1111 Plantation Melodies .....Excellent ..... 20 .. 5/19/45
1102 Proudly We Serve.....Good ..... 20 ..12/ 2/44

MELODY MASTERS

1609 Bands Across the Sea....Very Good ..... 10 .. 7/ 7/45
1601 Bob Wills & His Texas Playboys .....Good ..... 10 ..11/ 4/44
1608 Circus Band .....Very Good ..... 10 .. 5/12/45
1603 Harry Owens and His Royal Hawaiians .....Good ..... 10 ..12/ 2/44
1605 Jammin' the Blues.....Unique ..... 10 ..12/ 2/44
1602 Listen to the Bands.....Fair ..... 10 ..12/16/44
1607 Musical Mexico .....
1606 Rhythm of the Rhumba..Good ..... 10 .. 3/ 3/45
1604 Sonny Dunham & His Orch. .....Exceptional .... 10 ..12/30/44
1610 Yankee Doodle's Daughters .....Excellent ..... 10 .. 8/18/45

MERRIE MELODIES

1705 Ain't That Ducky .....Funny ..... 7 .. 5/12/45
1710 The Bashful Buzzard.....Fair ..... 10 ..10/13/45
1716 Baby Bottleneck .....
1704 Behind the Meat Ball....Good ..... 7 .. 4/14/45
1713 Book Revue .....Very Good ..... 7 .. 1/ 5/46
1701 Draftee Daffy .....Tops ..... 7 .. 2/24/45
1709 Fresh Airdale .....Very Funny ... 7 .. 8/25/45
1706 Gruesome Twosome .....Good ..... 7 .. 6/ 2/45
1717 Hare Remover .....
1714 Holiday for Shoestrings.....
1703 Life With Feathers.....Cute ..... 7 .. 3/24/45
1712 Nasty Quacks .....Funny ..... 7 ..12/ 1/45
1711 Peck Up Your Troubles..Good ..... 7 ..10/10/45
1715 Quentin Quail .....
1707 Tale of Two Mice.....Excellent ..... 7 .. 7/ 7/45
1702 Trap-Happy Porky .....Excellent ..... 7 .. 3/10/45
1708 Wagon Heels .....Funny ..... 7 .. 8/ 4/45

SPORTS PARADE

1511 Arabians in the Rockies..... 10 .....
1509 Bahama Sea Sports.....Good ..... 10 .. 7/ 7/45
1504 Bikes and Skis.....Beautiful ..... 10 .. 5/12/45
1502 Birds & Beasts Were There .....Beautiful ..... 10 ..12/30/44
1501 California Here We Are..Interesting .... 10 .. 2/10/45
1513 Cavalcade of Archery.....
1505 Cuba Calling .....Fine ..... 10 .. 4/21/45
1512 Days of '76.....
1510 Flivver Flying .....Interesting .... 10 .. 8/25/45
1503 Glamour in Sports.....Average ..... 10 .. 2/ 3/45
1508 Mexican Sea Sports.....Thrilling ..... 10 .. 6/ 2/45
1506 Swimcapades .....Interesting .... 10 .. 3/31/45
1507 Water Babies .....Good ..... 10 .. 4/28/45

TECHNICOLOR SPECIALS

1005 America the Beautiful....Excellent ..... 20 .. 8/18/45
1002 Beachhead to Berlin.....Remarkable .... 20 ..12/16/44
1004 Coney Island Honeymoon..Excellent ..... 20 .. 6/16/45
1001 Let's Go Fishing.....Nice Catch .... 20 ..11/ 4/44
1006 Orders From Tokyo..... 20 .....
1003 Pledge to Bataan.....Exceptional .... 20 .. 2/10/45

VITAPHONE VARIETIES

1403 Outdoor Living .....Interesting .... 10 ..12/ 2/44
1404 Overseas Roundup No. 1..Interesting .... 10 .. 4/21/45
1405 Overseas Roundup No. 2..Very Good .... 10 .. 5/19/45
1406 Overseas Roundup No. 3..Excellent ..... 10 .. 5/26/45
1402 Ski Whizz .....First Rate ..... 10 ..11/ 4/44
1401 Their Dizzy Dav.....Very Good ..... 10 .. 9/23/44

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss..... 16 .....
7432 A Miner Affair.....Poor ..... 18½..11/10/45
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers..... 16½.....
7422 Dance, Dunce, Dance!...Funny ..... 18½..10/27/45
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell..... 18 .....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7437 Mr. Noisy ..... 16½.....
7435 Spook to Me..... 17 .....
7405 Uncivil War Birds..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17 .....

COLOR RHAPSODY

7501 River Ribber ..... 6 .....

COMMUNITY SINGS

5657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Baker) Dream..... 10 .....
7654 No. 4 (Baker) Good, Good, Good .....Fair ..... 11 .. 2/23/46
7655 No. 5 (Leibert) No Can Do..... 10 .....
7656 No. 6 (Baker) That Feeling In the Moonlight..... 9 .....
7657 No. 7 (Leibert) Chickery Chick .....

FILM VODVIL

7951 Milt Britten & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra .....Excellent ..... 11 .. 2/23/46
7954 Three Sets of Twins..... 10 .....

FLIPPY

7601 Catnipped ..... 7½.....

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7902 Strange Hunger .....
7901 The Magic Stone..... 10 .....

PHANTASIES

7701 Simple Siren ..... 6½... .

SCREEN SNAPSHOTS

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) .....Interesting ..... 9 .. 2/23/46
7854 No. 4 (Hollywood Celebrations) .....Interesting .... 9 .. 2/23/46
7855 No. 5 (Movie Stunt-men & Doubles).... 9 .....
7856 No. 6 (Wendell Niles and Prindle)..... 9½.....
7857 No. 7 (Victory Show) .....

SPORT REELS

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaids' Paradise ..... 9½.....
7805 Rasslin' Romeos ..... 9½.....
7806 Canine Champion .....

SERIALS

7141 Hop Harrigan ..... 15 Chaps.
7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731 Flirty Birdy ..... 7 .....
W-733 Quiet Please .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS

7-714 Glimpses of Guatemala.....
T-713 Land of Mayas.....
T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-757 Fala at Hyde Park.....Interesting .... 11 .. 1/26/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE

K-774 Golden Hunch .....Excellent ..... 10 .. 2/ 9/46
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-776 Our Old Car.....Nostalgic ..... 10 .. 1/26/46
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE

M-781 Strange Destiny .....Good ..... 10 .. 1/26/46
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU

D5-1 Man's Pest Friend.....Good ..... 8 .. 2/ 9/46
D5-2 Bargain Counter Attack.....

NOVELTOONS

P5-1 Friendly Ghost .....Very Good .... 7½.. 2/23/46
P5-2 Cheese Burglar .....

MUSICAL PARADES

FF5-1 Little Witch .....Very Good ..... 20 ..11/10/45
FF5-2 Naughty Nanette .....Entertaining ... 20 .. 2/16/46
FF5-3 College Queen.....

POPEYE

E5-1 House Tricks .....
E5-2 Peep in the Deep.....
E5-3 Service With a Guile.....
E5-4 Klondike Casanova .....

POPULAR SCIENCE

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 .....Interesting .... 10 .. 2/16/46
J5-3 No. 3 ..... 10 .....
J5-4 No. 4 .....

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Y5-2 Hillbillies .....Very Good ..... 9 .. 2/23/46
Y5-3 In the Post-War Era.....
Y5-4 (Untitled) .....

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R5-2 Paddle Your Own.....Good ..... 9 ..11/17/45
R5-3 Running the Team.....Good ..... 9 .. 2/23/46
R5-4 Good Dog .....
R5-5 Dixie Pointers .....
R5-6 Rhythm on Blades.....
R5-7 Testing the Experts.....
R5-8 (Untitled) .....

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L5-1 No. 1 .....Interesting .... 10 .. 2/16/46
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63403 Trouble Or Nothing..... 18 .....
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....
63403 Trouble or Nothing.....Funny ..... 18 .. 2/16/46

FLICKER FLASHBACKS

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63202 Russian Dressing ..... 18 .....
63203 Twenty Girls and a Band..... 18 .....

LEON ERROL

63701 Beware of Redheads..... 17 .....
63702 Maid Trouble .....Funny ..... 18 .. 2/23/46

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63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....
63504 Rhythm Wranglers ..... 19 .....

SPECIAL

671 The House I Live In....Excellent ..... 10 ..10/18/45

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64301 Athletic Items .....Good ..... 8 ..11/24/45
64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... Good ..... 8 .. 2/ 9/46
64307 Quarter Horses ..... 8 .....
64305 Ski Master ..... 8 .....
64306 Winning Basketball ..... 8 .....

THIS IS AMERICA

63102 T. V. A.....Interesting .... 18 .. 1/26/46
63101 Airline to Everywhere....Excellent ..... 17 .. 1/ 5/46
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2 American Beauty ... Interesting ... 18
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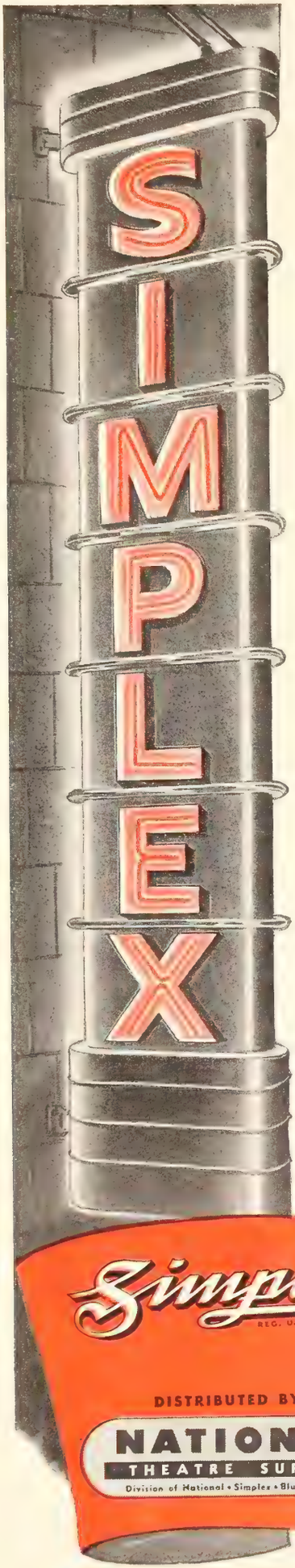
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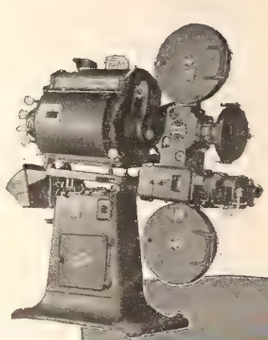
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Journey Together 24
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Murder Is My Business 25

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EDITORIAL PAGE

Wanted, Competition

Nothing would give this industry the pepping up it needs as would some real competition in the form of one or two more national distributing organizations. Such new units would provide the much needed outlet and encouragement to independent producers to go ahead and make pictures.

As the setup now stands, Mr. Theatreman has to do business with the existing ten companies or so and generally at their terms. If he had a much wider circle of distributors to choose from his business would be far more in demand than it is now. In plainer language; it would ease a seller's market into something more like a buyer's market and, for the first time in too many years, the exhibitor would be a respected customer again.

More distributors, in our opinion, would make for a better industry from every angle. True, just a few would no longer dominate. Nor would some of the present distributors find the going so easy that they can continue to sell turkeys instead of box-office pictures just as easy as the companies with top product.

And why would any of the better companies object to a wider group of distributors? They would still find a tremendous demand for their pictures because when the merchandise is good the theatre is anxious to buy it.

No producer or distributor of good pictures need ever fear competition. So long as they made box-office product and offered it at fair and equitable terms, there would always be a market for them.

But—and this is a big "but"—those companies that were turning out the turkeys might find themselves stuck with a lot of pictures and very little playing time. Would that be bad? We think not. They'd simply have to get busy and make better pictures. And that would be good.

The distribution setup of this industry has been stagnant for too many years. It needs new life and new competition. Industry progresses through expansion and moving ahead. When any important phase of it stands still, the whole industry suffers or becomes too lopsided. The strength is unfairly divided. The market is too stilted for the good of everybody concerned.

With a larger number of distributors, more pictures, not less, should be the net result. And with more pictures, the exhibitor has a wider field for selecting his product and on terms much less dictatorial. It would come closer to striking the even balance this industry sorely needs if it is to avoid the pitfalls of government interference or regulation from one source or another.

The TAC Meeting

The very evident attempt to smear the forthcoming TAC meeting in St. Louis clearly indicates, to us, that the possibilities of this new organization are so good that its opponents will go to any lengths to try and sabotage it if they can.

Mr. Independent Exhibitor, don't let anyone make your decisions for you. If the TAC holds any advantages worthy of your support, then attend the meeting in St. Louis and find out, first hand, the things you should know and then decide for yourself whether or not it will do an overall job for you and for all other exhibitors.

No group or groups are justified in throwing smoke screens around this attempt to organize, nationally, the exhibitors of this country unless they are afraid that the success of TAC may show up their own puny efforts to do the job that they are supposed to do.

Just as the distribution setup of our industry has been stagnant too long, so have the exhibitor organizations. It is our honest opinion that the existing organizations are falling short of their goals. If competition from a new group will stir them up then, if for no other reason, the TAC is a good thing.

▲ ▲ ▲

Give Your Showmanship

There have been reports that the forthcoming Red Cross drive by the industry will be a "tough one to handle." With that we don't agree at all. It is true that many theatremen feel that the public has been overpressured in drives during the war and there is likely to be a reaction adverse to the theatres that take up collections now. However, there are circumstances under which that which might seem detrimental actually becomes a boon. We believe the Red Cross campaign is in the latter category. People everywhere in this country regard the Red Cross as an organization they must support and gladly will support it. Such a condition makes it downright good business for a theatre to lend itself to such a community event as a Red Cross campaign. On top of the "good business," of course, there is the great humanitarian purpose to which showmen can devote their heaven-sent talents for influencing masses of people.

We are quite sure that the rank and file of theatremen over this country are going into this campaign with every intention to give it their very best. Since that is the condition, it naturally follows that the industry is going to do a bang-up job for the Red Cross.

—"CHICK" LEWIS

Theatres Line Up for Red Cross Drive

Exhibitors Tell Why They Believe Showmen Should Aid the Red Cross

North, South, East and West, theatremen associated with independent single-unit operations, circuits and affiliated chain theatres, are backing the forthcoming Red Cross drive by the motion picture industry with their most energetic showmanship according to direct statement to Showmen's Trade Review. Following are some of the typical expressions of practical, down-to-earth theatre executives regarding plans and their opinion of the duty of theatres to support the drive with aggressive campaigning.

"It's going to take showmanship to put this drive over. But the industry can do it. The public has been called on continually to give during these past years and they gave, for the giving was in good cause.

"Today the giving is still in good cause, but there may be some weariness on the part of the public and some weakness in the public pocketbook. It's up to us by selling the need of the Red Cross dramatically to our audiences to get them back to the understanding that there is just as much need for the Red Cross today as there was in the days when we all kept our fingers crossed and prayed."

Heywood Amusement Co.
New Richmond, Wisc.

Our entire organization has been organized in full force. The war may be over for us but for many, unfortunately, the memory lingers on. We greatly realize that the need for Red Cross assistance and help is greater now than during the years just past. With this thought in mind we are out to make this Red Cross the greatest financial success of any drive we have participated in the past. We appreciate the immensity and importance of this project, but we are sure that we will all acquit ourselves commendably and do a great job.

Ben Marcus, General Manager
S & M Theatres Co.

"I'm going to try to get a lobby display ready and my screen will play whatever good trailers the Drive will furnish. This is a big thing. Probably we're a bit tired of doing big things because we've been pushing pretty hard now for years behind different causes all of which were good.

"But as long as there is misery in the world—and today there is more than enough of it—the Red Cross is needed. And it's up to the smaller showman to get out there and do what he can."

Harry K. Hecht
Harry K. Hecht Circuit
Passaic, N. J.

"The war is over but human suffering is not. Never, we believe, has there been a greater need for the helping hand than now.

"For this reason Manta and Rose circuit is going into this Red Cross drive with everything that it has. Our employes are feeling the same way

(*Continued on Page* 10)

Committee Heads Confident Industry Will Match Great Wartime Accomplishments

In a determined effort to exceed quotas and previous years collections, the showmen of the nation are rallying behind the Motion Pictures Industry's Red Cross Week drive, March 20 to 26, inspired by the great need for the continuance of the Red Cross work both here and abroad. Exhibitors from all over the country have made extensive plans for record-breaking campaigns, and large numbers of pledges have already come into headquarters from the field.

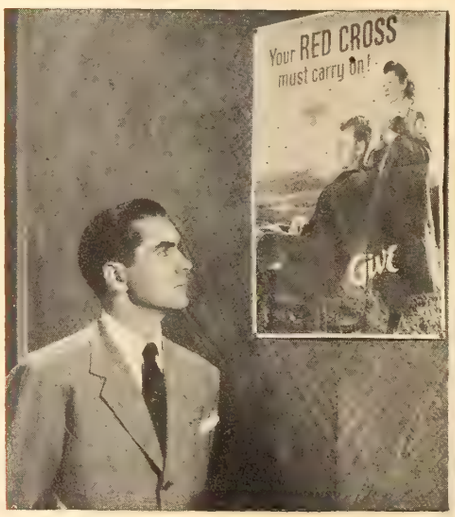
Reports pouring in to William J. Kupper, National Distribution Chairman, from Branch Area Distribution chairmen, indicate the strong support that exhibitors are giving to the drive, many having telephoned or telegraphed their desire to cooperate without waiting to receive their pledges through the mail. Many circuits, large and small, give assurance that theatre managers and employes will bend every effort to go "over the top" this year.

Among the many aids being distributed are: a trailer, packed with emotional appeal, to precede each collection period, prepared by Darryl F. Zanuck of 20thFox, starring Tyrone Power, and available free at all National Screen Service exchanges; March of Time's "The Job Ahead" depicting the Red Cross activities in aiding G.I. families, in overseas libraries, in overseas clubs, in veteran's hospitals, in veterans' aid and disaster relief, this film is available at local 20th Century-Fox exchanges; and a "selling kit" containing a 16-page, three-color press book, filled with publicity, exploitation and advertising tips, and general information about the drive, multi-colored 30x40, 40x60, and 8x12 sheets, and a page of 12 collection box stickers.

NEW YORK—Roxy Theatre Associate General Manager Irving Lesser and Rivoli Theatre Managing Director Monty Salmon are co-chairmen for the Broadway theatres in the Motion Picture Industry's Red Cross Drive,

(*Continued on Page* 10)

Ty Returns In Mercy Role



Tyrone Power photographed at the 20th-Fox studios in Hollywood last week after he had accepted the role of star in the special trailer which will be distributed gratis to theatres for use in campaigns for the Motion Picture Industry's Red Cross Week. It will be the star's first screen appearance since his release from the U. S. Marine Corps, with which he served during the war.



SPYROS P. SKOURAS
National Chairman



HAROLD J. FITZGERALD
National Campaign Director



JACK KIRSCH
Associate Campaign Director



WILLIAM J. KUPPER
Distributor Chairman

Showmen With Know-How Aid Drive

An organization of well-known industry distributor and exhibitor personalities will guide the 1946 Motion Picture Industry Red Cross Drive.

The roster of the 1946 committee includes: Spyros P. Skouras, National Chairman; Sam Shain, Executive Assistant to National Chairman; Joseph Bernhard, Barney Balaban, and N. Peter Rathvon, Honorary Chairmen; Harold J. Fitzgerald, National Campaign Director; Jack Kirsch, Associate National Campaign Director; Seymour Peiser and Bernie J. Hynes, Assistant Directors; William J. Kupper, National Distributor Chairman; Martin Moskowitz, Assistant National Distributor Chairman; Charles Reagan, Honorary National Distributor Chairman; Donald A. Henderson, Treasurer; Neil Agnew and William C. Michel, Home Office and Corporate Gifts; Charles Schlaifer, National Publicity Director; Morris Kinzler and Rodney Bush, Associate National Publicity Directors; Irving Kahn, Radio Chairman; Herman Robbins, National Trailer and Accessories Chairman; Richard Walsh, National Chairman Labor Division; John Balaban, Carter Barron, George Bowser, Ray Branch, Harry Brandt, Si Fabian, Earl Hudson, Robert J. O'Donnell, John J. Payette, Sam Pinanski, Rick Ricketson, E. V. Richards, Jr., Elmer Rhoden, and Robert B. Wilby, Regional Exhibition Chairmen; W. C. Allen, Salem Applegate, Norman Ayres, Charles Kessnick, Phil Longdon, Herbert McIntyre, Dave Miller, Carl Shalit, Allen Usher, and C. L. Walker, Regional Distributor Chairmen; Howard Bonham, Louis C. Boochever, Joseph Weil, Arthur Mayer, and Walter Brown, American Red Cross.

In an effort to develop a closely coordinated and well integrated field force for Red Cross Week, Mr. Skouras has expanded the number of executive field posts to twice its usual size.

Named as Regional Exhibitor Chairmen were John Balaban, Carter Barron, George Bowser, Harry Brandt, Si Fabian, Dave Idzal, Robert J. O'Donnell, John J. Payette, Sam Pinanski, Elmer Rhoden, F. H. Ricketson, Jr., E. V. Richards, Jr., Ted Schlanger and Robert B. Wilby.

Named as Regional Distributor Chairmen were W. C. Allen, Salem Applegate, Norman Ayres, Charles Kessnick, Phil Longdon, Herbert McIntyre, Dave Miller, Carl Shalit, Allen Usher and C. L. Walker.

The Area Exhibitor Chairmen are C. J. Latta, Albany; Nathan Yamins and Walter E. Mitchell, co-chairmen, Boston; Robert T. Murphy, Buffalo; Ed Fay, Rhode Island; H. F. Kincey, Charlotte; Jack Kirsch, Chicago; Arthur Frudenfeld, Cincinnati; Meyer Fine, Cleveland; E. D. Rowley, Dallas; Robert Garland, Denver; A. H. Blank, Des Moines; Earl Hudson and Ray Branch, Detroit; Don Rossiter, Indianapolis; Sam Switow, Kentucky; Lon Cox, Kansas City; Gus Metzger and R. H. Poole, co-chairmen, Los Angeles; M. A. Lightman, Memphis; Alfred Kvool and Harry Perlowitz, co-chairmen, Milwaukee; John Friedl, Minneapolis; I. J. Hoffman, New Haven; Joy Houck, New Orleans; George Skouras and Sam Rinzler, co-chairmen, metropolitan New York; Harry Lowenstein and Frank Damis, co-chairmen, northern New Jersey; L. C. Griffith, Oklahoma City; William Miskell, Omaha; Earl W. Sweigert and John J. O'Leary, co-chairmen, Philadelphia; A. Joseph Defiore, Delaware; M. A. Silver and M. Finkel, co-chairmen, Pittsburgh; Mrs. J. J. Parker, Portland; Harry Arthur, St. Louis; Sam L. Gilette, Salt Lake City; Dick Spier and Roy Cooper, co-chairmen, San Francisco; Frank Newman and J. M. Hone, co-chairmen, Seattle; Frank S. Kogod, Washington, D. C.; I. M. Rappaport, Baltimore; Hunter Perry, Virginia; Homer Garvin, Alaska; Raphael A. Quinones, Puerto Rico, and V. Fredricksen and Clarence Payne, St. Croix and St. Thomas, Virgin Islands.

The Area Distributor Chairmen named were Ray Smith, Albany; William Zoelner, Atlanta; William Horen, Boston; Al Herman, Buffalo; Ben Rosenwald, Charlotte; Harold Stevens, Chicago; Alan Moritz, Cincinnati; R. L. Brauer, Cleveland; H. L. Beecroft, Dallas; V. J. Dugan, Denver; Jack Kennedy, Des Moines; John Howard, Detroit; W. Guy Craig, Indianapolis; William E. Truog, Kansas City; Harry Cohen, Los Angeles; Tom Young, Memphis; Harold Wirthwein, Milwaukee; Ben Blotcky, Minneapolis; Carl Goe, New Haven; Luke Conner, New Orleans; Henry Randel, New York; Ed Bell, New Jersey; M. W. Osborne, Oklahoma City; B. V. McLucas, Omaha; George Schwartz, Philadelphia; Pete Dana, Pittsburgh; Mark Corey, Portland; B. J. McCarthy, St. Louis; Clyde Blasius, Salt Lake City; Newton Jacobs, San Francisco; Maurice Saffle, Seattle, and Ben Caplan, Washington, D. C.



Sam Shain
Assistant to Mr. Skouras



Martin Moskowitz
Asst. Distributor Chairman



B. J. Hynes
Asst. Campaign Director



Seymour Peiser
Asst. Campaign Director



Charles Schlaifer
Publicity Director



Morris Kinzler
Associate Publicity Director

Showmen Outline 'Musts' for Red Cross Campaigns

A colorful lobby display can be built up around the 30 x 40 and 40 x 60 posters. Local appeal and added punch can be developed by display of decorations awarded to some local veteran. Remember, an impressive lobby display will produce the mood that builds up to readiness, willingness and eagerness to donate to the Red Cross when the collections are made.

Check over the very workmanlike press book that has been prepared for this Red Cross campaign—it will refresh your mind on ideas and stunts you have used successfully in the past and can use to good humanitarian advantage again this time with some added new twist for the 1946 Red Cross appeal.

Dramatize and glamorize the collections by "staging" your Red Cross trailer with some special showmanship. Close curtains and bring up house lights to full illumination to mark a pause between the preceding screen number and the appeal trailer. Put on red and blue footlights full before opening curtains and hold them until leader of trailer reaches the screen, then kill off the reds but hold the blues until titles appear, killing off the blues as first scene comes on.

Make collections after trailer with full house lights on. Have Red Cross volunteers or house staff, whichever makes collections, well trained to time their work as precisely as possible and make the collections run off smoothly.

Strong Field Setup to Aid Theatremen

Red Cross Blazes Over Broadway



Launching of the 1946 Red Cross Drive in New York was marked by the blazoning of the drive symbol and slogan on the giant "Wondersign" fronting the RKO Palace Theatre on Broadway. Viewing the display, illustrated above in two photos showing the change from symbol to campaign slogan, are Red Cross Workers Margaret Cribben, Aileen Ergenzanger, Elaine Kirschenbaum and Jennie Propos.

(*Continued from Page* 8)

and while we appreciate that everyone has been giving until it hurts for years, we believe that the great majority of theatre folk and members of our audiences remember that we're so much better off than the rest of the world that it is up to us to help better that rest of the world."

Manta and Rose Circuit
Chicago, Ill.

"We've never entirely approved of passing the hat in the theatre, but we think the public will cooperate in this and we therefore plan to make collections a practice throughout the Red Cross Week Drive. We recognize the fact that the theatre has a community function and it's part of our community function to maintain charities and social services.

"The chief difficulty in the New Orleans at the moment is that the public has been hit pretty hard for contributions and that the drive will come after Carnival where a lot of money is going to be spent. That's a regretable but undeniable fact.

"We will use if possible trailer time to try to get the public in the mood and a well produced and presented short causes them to reach down in their pockets. We have the experience of the past to demonstrate that. Where lobby space is ample, we will use either Red Cross posters or other display material to get the idea over that those who can must help those who can't help themselves."

Mrs. Henry Lazarus
Henry Lazarus Theatres, Inc.
New Orleans, La.

"We've signed up to work with the theatrical end of the Red Cross drive again this year because we're convinced that the Red Cross is not only a vital world need, but that it is good business for us to be in community activities and to emphasize the fact that our theatre is a community center.

"It may be a bit difficult to keep quotas up right now since the public has been on the giving end for quite some time, but we think it can be done with the aid of lobby displays, trailers and general good will."

Morris Jacobson
Strand Amusement Co.
Bridgeport, Conn.

Area Meets Planning for Drives to Make Public Aware of Red Cross Appeal

(*Continued from Page* 8)

March 20-26. Plans will be announced shortly by the co-chairmen for a special drive among all the first run houses in the Times Square area and other Broadway theatres.

NEW ORLEANS — Regional Exhibitor Chairman E. V. Richards, Jr., will conduct the first meeting of more than fifty showmen to make plans for the Motion Picture Industry's Red Cross Week, March 20-26, in this area. Plans for displays, advertising and publicity, and manner of collections will be discussed. Assisting Richards will be Luke Connor, Area Distributor chairman, and Maurice F. Barr, Red Cross Week activities coordinator.

CHICAGO—Representing all the major theatre circuits and all the independents, thirty showmen met here to complete plans for this region's Red Cross Week drive, March 20-26. Co-chairmen Jack Kirsch and James E. Coston sponsored the meeting at which it was decided to have local Red Cross workers assigned to each theatre to help handle collections.

LOS ANGELES—In a pre-campaign luncheon at Perino's, motion picture exhibitor and distributor regional officers for the industry's Red Cross drive, March 20-26, laid plans for the coming campaign. 100 per cent cooperation was promised by Pacific Coast Exhibitor Regional Chairman George Bowser as he keynoted the meeting by emphasizing that maximum time and energy will be put forth by every member of the industry to achieve the 1946 goal.

NEW YORK—More than sixty of the city's leading exhibitors and distributors met at the Hotel Astor on Thursday, March 7, to discuss plans for the Metropolitan New York campaign for the Motion Picture Industry's Red Cross Drive which gets under way March 20 and lasts until the 26. It is anticipated that a record number of theatres will pledge support of the drive by agreeing to run the special trailer starring Tyrone Power. Co-chairman Samuel Rinzler and Associate Chairman William A. White presided.

ST. LOUIS—Martin Moskowitz, assistant National Distributor chairman, has named Ben B. Reingold to replace R. J. McCarthy as St. Louis Distributor chairman in the industry's Red Cross Drive.

DENVER—E. J. Garland and B. J. Dugan, Exhibitor and Distributor Chairmen respectively, presided over the meeting of district and branch managers, salesmen and exploitation men, on March 4th, in the laying of plans for the Red Cross Drive work in this area.

Citation for Showmen

An elaborately prepared, three-color Citation, measuring 8½ by 11 inches, will be awarded to all showmen who participate in the Motion Picture Industry's Red Cross Week for 1946.

Printed on an exceptionally fine grade of parchment paper, the Citation reads, "Motion Picture Industry Red Cross Week Committee Citation Awarded to (Individual) in sincere appreciation for meritorious services rendered during the Motion Picture Industry Red Cross Week."

DAY-AND-DATE

At Every Theatre in America!



MOTION PICTURE INDUSTRY

RED CROSS DRIVE · MARCH 20TH - 26TH

Lights Up! Collect Every

THE 2 MINUTE TRAILER TELLS YOUR AUDIENCE THE STORY!

RUN IT! COLLECT! AT EVERY SHOW!



WRITE!

WIRE!

PHONE!

IT'S FREE!

YOUR NATIONAL SCREEN SERVICE BRANCH TODAY!

Show! MARCH 20th-26th



SIXTEEN PAGE PRESSBOOK

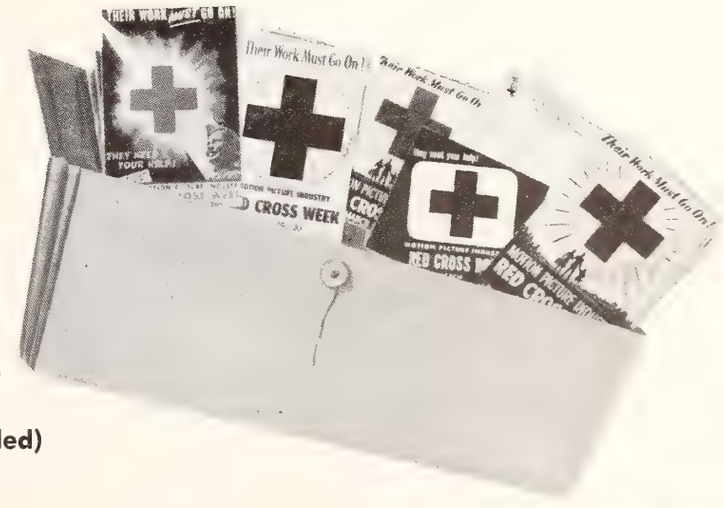
Your entire campaign in compact form! Complete details! How to make collections! Publicity and exploitation, stories, stunts and suggestions! Lobby displays illustrated! Ad and star mats! Posters, accessories and Red Cross campaign material shown! Hints on cooperation with your local chapters! Concise list of all area distribution chairmen! All the facts on your trailer, plus information on "The Job Ahead," special March of Time-produced short subject! Sample collection form and pledge card! Usable quotes from national and industry leaders!

Everything you'll need for your campaign, pointed out for yourself!

CAMPAIGN KIT!

Now On Its Way To Every Theatre In America! Contains:

1—30 x 40 Red Cross Poster (folded)
1—40 x 60 Red Cross Poster (folded)
2—8 x 12 Red Cross Cards
1—page of Red Cross stickers (folded)
2—copies Red Cross collection forms
1—16 page Red Cross Pressbook (folded)



SPYROS P. SKOURAS ★ **HAROLD J. FITZGERALD** ★ **WILLIAM J. KUPPER**
National Chairman — *National Campaign Director* — *National Distribution Chairman*

MOTION PICTURE INDUSTRY RED CROSS DRIVE

MARCH 20th thru 26th, 1946

To Distributor Chairman:

Desiring to serve in the great humanitarian work of the Red Cross as particularly made necessary by World War II, I hereby pledge myself, my staff, and my theatre to complete cooperation in the Motion Picture Industry Red Cross Drive, March 20th to 26th, inclusive. In order to insure the largest contributions ever collected in my theatre for this noble and patriotic cause, I will make audience collections at every performance during that week, with the house lights on, immediately after exhibition of the special Red Cross trailer. I will publicize the campaign in all our advertising and with suitable lobby displays. I will keep a daily record of my audience collections on the form provided by the Motion Picture Industry National Headquarters, and I will forward this record promptly at the conclusion of the campaign to my exchange area distributor chairman for the purpose of an industry wide record, and I will turn over all monies collected to my local Red Cross Chapter.

Signed ..... Theatre or Circuit

City and State ..... Exchange Area

Fill out this card and mail to your Area Chairman . . . **DO IT TODAY!**

You've probably already done so—

(BUT IF YOU HAVEN'T)

SIGN AND SEND THE PLEDGE CARD TO YOUR AREA DISTRIBUTION CHAIRMAN NOW!

Area Distribution Chairmen

METROPOLITAN DISTRICT

New York, N. Y.—Henry Randel
Paramount Pictures, Inc., 1501 Broadway, 18

New York, N. Y.—Ed. Bell, (N. J.)
Paramount Pictures, Inc., 1501 Broadway, 18

NORTHEASTERN DISTRICT

Boston, Mass.—Wm. Horen
Warner Bros., 131 Arlington St.

New Haven, Conn.—Carl Goe
Warner Bros., 134 Meadow St.

Albany, N. Y.—Ray Smith
Warner Bros., 1058 Broadway

Buffalo, N. Y.—Al Herman
Warner Bros., 470 Franklin St.

**District Mgr.: Norman Ayres, Warner Bros.
321 W. 44th St., New York, N. Y**

EASTERN DISTRICT

Philadelphia, Pa.—Geo. Schwartz
Universal Pictures, Inc., 302 N. 13th St.

Washington, D. C.—Ben Caplan
Columbia Pictures, Inc., 928 N. J. Ave., N.W.

**District Mgr.: Salem Applegate, Universal Pictures, Inc.
302 N. 13th St., Philadelphia, Pa.**

Cleveland, Ohio—L. R. Brauer
Universal Pictures, Inc., 2432 Payne Ave., 14

Pittsburgh, Pa.—Peter Dana
Universal Pictures, Inc., 1709 Boulevard of the Allies, 19

**District Mgr.: Dave Miller, Universal Pictures, Inc.
2432 Payne Ave., Cleveland 14, Ohio**

EASTERN CENTRAL DISTRICT

Cincinnati, Ohio—Alan Moritz
Columbia Pictures, Inc., 1634 Central P'kway

Detroit, Mich.—John Howard
Paramount Pictures, Inc., 479 Ledyar Ave.

Indianapolis, Ind.—W. Guy Craig
Columbia Pictures, Inc., 432 N. Illinois St.

**District Mgr.: Carl Shalit, Columbia Pictures, Inc.
200 Film Exchange Bldg., Detroit, Mich.**

SOUTHEASTERN DISTRICT

Atlanta, Ga.—Wm. Zoelner
Loew's Inc., 198 Luckie St., N. W. 1

Charlotte, N. C.—Ben Rosenwald
Loew's Inc., 301 S. Church St., 1

New Orleans, La.—Luke Conner
Warner Bros., 150 S. Liberty

**District Mgr.: Charles Kessnick, Loew's, Inc.
198 Luckie St., N.W., Atlanta 1, Ga.**

SOUTHWESTERN DISTRICT

Dallas, Texas—H. L. Beecroft
20th Century-Fox Film Corp., 1801 Wood St., 1

Memphis, Tenn.—Tom Young
20th Century-Fox Film Corp., 151 Vance Ave., 2

Oklahoma City, Okla.—M. W. Osborne
20th Century-Fox Film Corp., 10 N. Lee, 1

**District Mgr.: Phil Longdon, 20th Century-Fox Film Corp.
1801 Wood St., Dallas 1, Texas**

MIDWESTERN DISTRICT

Chicago, Ill.—Harold Stevens
Paramount Pictures, Inc., 1306 Michigan Ave.

Minneapolis, Minn.—Ben Blotcky
Paramount Pictures, Inc., 1201 Currie Ave.

Milwaukee, Wis.—Harold Wirthwein
Paramount Pictures, Inc., 1121 N. 8th St.

**District Mgr.: Allen Usher, Paramount Pictures, Inc.
1306 Michigan Ave., Chicago, Ill.**

PRAIRIE DISTRICT

St. Louis, Mo.—B. J. McCarthy
United Artists Corp., 3316 Olive St.

Kansas City, Mo.—Wm. E. Truog
United Artists Corp., 221 W. 18th St.

Des Moines, Iowa—Jack Kennedy
Loew's Inc., 618—12th St.

Omaha, Neb.—B. V. McLucas
United Artists Corp., 1508 Davenport St.

**District Mgr.: C. W. Allen, United Artists Corp.
221 W. 18th St., Kansas City, Mo.**

ROCKY MOUNTAIN DISTRICT

Denver, Colo.—V. J. Dugan
20th Century-Fox Film Corp., 2101 Champa St.

Salt Lake City, Utah—Clyde Blasius
20th Century-Fox Film Corp., 216 E. 1st So. St.

**District Mgr.: C. L. Walker, 20th Century-Fox Film Corp.
216 E. First South St., Salt Lake City, Utah**

WEST COAST DISTRICT

Los Angeles, Calif.—Harry Cohen
RKO Radio Pict. Inc., 1980 S. Vermont Ave.

San Francisco, Calif.—Newton Jacobs
RKO Radio Pict. Inc., 251 Hyde St.

Portland, Ore.—Mark Corey
RKO Radio Pict. Inc., 951 N.W. 19th Ave.

Seattle, Wash.—Maurice Saffle
Loew's, Inc., 2331—2nd Ave., 1

**District Mgr.: Herbert McIntyre, RKO Radio Pictures, Inc.
1980 S. Vermont Ave., Los Angeles, Calif.**

This Advertisement Contributed by:

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NATIONAL NEWSREEL

AFL Wins Round in Tug-O'-War

First showdown in Hollywood's tangled labor jurisdictional situation this week came from the coast as the AFL Screen Extras' Guild won the right to bargain for screen extras over the Conference of Studio Union's Screen Players' Union in a National Labor Relations Board Election. The vote was 1,227 for SEG to 821 for SPU. SEG had the backing of the AFL IATSE unions and the 4A'S.

Next bargaining agent question which may require a NLRB election may be in the office workers where the employers claim a union seeking to represent the employes no longer represents the majority.

41 Unions in Labor Organizations Under Contract to Film Studios

Forty-one unions—representing crafts and skills that range from the cook who feeds the inner man to the musician whose melodies heighten dramatic scenes are employed in the complicated business of movie-making, a list of unions having contracts with Hollywood studios reveals. The list does not cover similar unions which may claim jurisdiction of certain fields but which are not under contract. This diversity of interests and occupations hint at the reason why the Hollywood labor picture can appear so confused and bewildering to those outside the motion picture capital.

Of the 41 unions, seven are not affiliated with the AFL. They are:

Machinists, Cinema Lodge 1185 of the International Association of Machinists; Society of Motion Art Picture Directors; Dance Directors' Guild; Screen Directors' Guild; Script Clerks' Guild; Production Manager's Guild, Inc.; and the Screen Writers' Guild.

AFL affiliates are:

Local 946, United Brotherhood of Carpenters and Joiners of America; Locals 17, 284, 440, 468, 639, Hotel and Restaurant Employes' International of America; Local 399, International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America; Local 40, International Brotherhood of Electrical Workers; Local 724, International Hod Carriers, Building and Common Laborers' Union; American Federation of Musicians; Local 755, Operative Plasterers and Cement Finishers, International Association of United States and Canada; Screen Cartoonists' Local 852 of Brotherhood of Painters, Decorators and Paperhangers of America; Janitors' Local 278, Building Service Employes' International Union; Screen Office Employes' Guild Local 1391, Brotherhood of Painters, Decorators and Paperhangers of America; Local 644, Brotherhood of Painters, Decorators and Paperhangers of America; Local 193, Building Service Employes' International Union; Screen Publicists Local 1489, Brotherhood of Painters, Decorators and Paperhangers of America; Screen Story Analysts' Local 1488, Brotherhood of Painters, Decorators and Paperhangers of America; Screen Set Designers' Local 1421, Brotherhood of Painters, Decorators and Paperhangers of America; Local 659, International Photographers of the Motion Picture Industries; Local 705, M. P. Costumers, Local 776, Motion Picture Film Editors; Local 767, Motion Picture First Aid Employes; Local 80, Motion Picture Studio Grips; Local 683, Film Technicians of the Motion Picture Industry; Local 727, Motion Picture Studio Laborers and Utility Workers; Local 728, Studio Electrical Technicians; Local 706, Make-up Artists and Hair Stylists; Local 165, Motion Picture Studio Projectionists; Local 44, Affiliated Property Craftsmen; Local 695, International Sound Technicians of the Motion Picture, Broadcast and Amusement Industry; Screen Actors' Guild; Local 212, International Brotherhood of Blacksmiths, Drop Forgers, Welders and Helpers. Local 374, International Molders and Foundry Workers' Union of North America; Local 67, Metal Polishers, Buffers, Platers and Helpers International Union; Local 78, United Association of Plumbers and Steamfitters of the United States and Canada; Screen Extras' Guild; Local 108, Sheet Metal Workers' International Association.

Wage Raises for Exchange Workers Hinges on Vote

Whether future contracts of the CIO United Office and Professional Workers' Union No. 1 of New York will have clauses raising wages from $5 to $10 will depend upon the referendum to be held by the members shortly, union headquarters announced.

The union, which is said to have contracts covering office workers in film exchanges and home offices, said its contracts with the majors expired in July. Recently at the national convention in Cleveland raises from $5 to $10 weekly, depending upon present earnings, had been approved by the national organization.

Taxes Show BO Increase

The federal government's 20 per cent amusement taxes showed a substantial increase for the month of January, 1946, over the same month in 1946, figures released this week show.

Total admissions throughout the United States for 1946 were $33,741,349.70 as compared to $24,345,560.17 in 1945.

Want Movieless Sundays

Sunday movies, baseball or any other form of entertainment will be out in Americus, Ga., if the Ministerial Union of that community has its way. The association recently passed a resolution against these Sunday activities and are understood to be ready to follow it up with concerted action.

SHOWMEN'S TRADE REVIEW

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7 States Contribute to New York Theatre Code

Seven cities—Boston, Philadelphia, Chicago, New Orleans, Kansas City, Mo., San Francisco and Los Angeles—will probably furnish information and experience to help shape New York's new theatre code which is now in the making, License Commissioner Ben Fielding told SHOWMEN'S TRADE REVIEW this week.

Fielding did not anticipate the code would be ready for the next four or five months and said that it would not be adopted until every interested group—exhibitors, legitimate theatre operators, unions, etc.—had had the opportunity to study it and to confer with him upon it.

"After this project got under way," the Commissioner said, "it aroused great interest elsewhere. I have had letters from cities across the nation asking for the benefit of our experience. These cities are also sending us their codes and their experience which is being carefully studied, and which may help us shape our code.

"Every interested section (group) will be given the opportunity to study the proposed code and to confer with me. When we came into this job there were no rules and regulations. We are trying to formulate those now. And we shall not adopt the code until all elements in the industry have had full opportunity to study and to make suggestions."

Conn. Exhibitors Must Flameproof Materials

Connecticut theatre owners have been ordered by State Police Commissioner Edward J. Hickey to flameproof all "drapes, curtains, acoustical materials, scenery, coverings, furniture" in all parts of the theatre used by patrons or employes.

Managers are to certify in writing to the Commissioner's office the date articles have been flameproofed. Non-flameproofed material will be removed from the theatre after a "reasonable time."

Clamp Down on Bank Night

Bank night and bingo games have been clamped down upon at Mansfield, Ohio, by order of Police Chief Meade K. Bates. Bates' order followed a raid on a city gambling house in which 67 persons were arrested. Three theatres, which have been sponsoring a joint bank night in that city, are affected.

Not to Fight Midnight Ban

Because its members are not solidly behind fighting the Toronto police commissioners' ban against midnight shows, the Motion Picture Theatre Owners of Ontario has decided to take no further action against such prohibitory rulings in various municipalities.

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NATIONAL NEWSREEL

Morals and Drama Mix

The following are quotations from Raymond Massey's address to the Motion Picture Council:

"Producers do not want to corrupt the minds of the country; they do not want to antagonize the thinking people of the country. . . . They have proved their good citizenship during the war. They will not let the public down with a dull religious picture but they will wish to make a good one.

"If any part of the money that has been spent on documentary shorts or for propaganda during the last 5 years could be spent on stories of the Bible in short form, what an influence it would have on the youth of the country.

"The Moral point of view is consistent with good drama."

Air Squawk on 'Bells' Terms in Newspaper Ad

Rebellious Cincinnati exhibitors seemed to be still on a rampage this week in the wake of their space-buying in the daily papers to tell the public why they refused to play RKO's "The Bells of St. Mary's."

The exhibitors, members of the Greater Cincinnati Independent Exhibitors' Association, claimed that the deal of 50 per cent to play the film from Saturday through Wednesday was unreasonable. A subsequent offer, said to be slightly lower in percentage and on different days, also apparently was rejected.

French Press to See Films Denied Public By Quota

Paramount's international division will trade screen, starting March fourth, a total of four features in six French cities. The purpose of the screenings, which will be for special audiences composed of trade and lay press, is to show the screen productions which are available but which may not be exhibited to the French public because licenses have not been issued by the French government. The screenings will take place in Paris, Marseille, Lyon, Bordeaux, Toulon and Lisle and the pictures to be shown are "No Time for Love," "Moon Over Burma," "Double Indemnity," "The Uninvited," "The Major and the Minor" and "And Now Tomorrow," none of which has been exhibited in France.

Gaumont-Kalee Affiliate To Handle Equipment

Gaumont-Kalee, Ltd., a Canadian affiliate of the British firm, has been incorporated in Toronto to handle a complete line of theatre equipment and supplies, President J. Earl Lawson, K. C., announced this week. Oscar Hanson will be general manager and E. K. Harris, engineering expert, will be Hanson's assistant. The new company will handle Canadian and United States supplies as well as British product.

No Changes for RKO

RKO Theatre Operations in the New York Metropolitan area will continue as at present with Zone Managers C. B. McDonald and Russ Emde in charge of their respective divisions, General Manager Sol A. Schwartz said this week. McDonald, Emde and John Hearns, who supervises Trenton and New Brunswick, will all be responsible to Schwartz. This territory as formerly under the direction of the late James M. Brennan.

Hits 'Pay Dirt' Books As Source for Movies

That the Protestant Motion Picture Council might quietly extend its activities to asking that producers cease making films from questionable books even though screen versions were written to conform to the motion picture code, appeared likely this week as Christian Herald Editor Dr. Daniel A. Poling lashed "pay dirt" publishers and praised the film industry for "self-discipline."

Dr. Poling and stage-screen actor Raymond Massey were the principal speakers before the 327 who attend the Protestant Motion Picture Council luncheon in the Hotel New Yorker where it was made plain that it would be the policy of the council to give aggressive box-office support to pictures of which it approved. This policy was considered superior to censorship, which Dr. Poling declared to be "basically un-American," but he added "there are times when it becomes the lesser of two evils."

"One question," Dr. Poling said, "we may... reasonably ask: 'How long will certain American publishers continue to prospect for "pay dirt" in the field of fiction. How long will these publishers make out of the motion picture industry their picture "sugar daddy.?"

Stories, the religious editor added, which violated decent principles of "home and society, that are a challenge to every principle of religion, have been whitewashed clean by the industry's code," but the original "filth" continues to sell in the published version.

May Request Ban by Studios

His remarks were taken to infer that the motion picture versions tended to increase book sales and that questionable books thereby profited and had a larger reading audience. Later he told THE SHOWMEN'S TRADE REVIEW that it was likely that action would be taken to suggest to producers that such books not be filmed, even in purified versions.

"We who are gathered . . . today," Dr. Poling continued, "would be delighted I know to support a publisher's code even as today we united to strengthen the code of the motion picture industry."

At the beginning of his speech Dr. Poling said that the motion picture industry had set a worthy example by accepting "a plan of self discipline."

Massey said the theatre was closer to the church now than it had been at anytime since the Restoration drama had put the theatre in bad odor. He urged making pictures stressing greater moral values and the production of biblical shorts.

Freedman New Head Of Lichtman Chain

Harry Freedman this week succeeded the veteran A. E. Lichtman as president of the Lichtman theatre circuit as the company announced plans to expand southward into North Carolina and South Carolina.

Freedman, associated with Lichtman, who resigned, since the founding of the circuit, said no policy changes were contemplated. The new president announced negotiations to acquire the 926-seat Hill Theatre in Baltimore and sites for two new houses in Washington, D. C.

MGM's 'Anniversary 5'

MGM's next block, to be known as "MGM's Anniversary Five" and scheduled for release during March and April, will include "The Hoodlum Saint," "Bad Bascomb," "The Postman Always Rings Twice," "The Last Chance" and "Two Sisters From Boston."

It's Fine Now . . . But

Showmen in Cleveland find that the strikes which had cut into the earnings of thousands here have not affected box-office receipts. In fact, enforced idleness seems to have swollen grosses, since strikers with time on their hands and some money in their pockets patronize the theatres more frequently than they did. However if the situation continues for a long period, anticipated drops in attendances are expected.

Warns Against Too Much Realism in Screen Fare

Occasionally, and in skillfully administered doses, realism may be a strong screen asset but overdone it threatens to defeat the prime purpose of the motion picture, Steve Broidy, president of Monogram told THE SHOWMEN'S TRADE REVIEW in Hollywood this week.

"We can't forget that the basic reason why people go to the theatre just as they go to sports, night clubs or listen to the radio, is to be entertained. The theatre has always been a form of escapism, and that is no criticism of the theatre, which has done a fine job ever since it came into being.

"But realism or realistic subjects may tend to rob the motion picture theatre of the very escapism it should offer. It stands to reason that if theatre audiences can't see any difference between the play unfolding on the screen and some of the unpleasant incidents of life they came to the theatre to forget, audiences soon would forget the motion picture theatre and turn to other forms of entertainment.

"I have a high respect for a realistic film well done. But I can't overlook the fact that romance, adventure, humor, heart interest, have been the standard appeal to audiences for too many years to have their efficacy disputed."

MPTOA Declares Support For Cancer Fund Drive

Support of the forthcoming industry cancer fund drive by the Motion Picture Theatre Owners of America was announced this week by President Ed Kuykendall who praised the initiative of Charles P. Skouras, Ted R. Gamble and Charles M. Reagan, "the committee of three who have assumed responsibility for the motion picture industry in . . . one of the most worthwhile efforts."

Simultaneously, the Industry's Cancer Drive Committee announced that RKO's Leon Bamberger has been appointed co-chairman of the distributor's division for the fund drive which takes place from April 21-28.

Blum Plea Refused

Efforts by Frank Blum to procure a preliminary injunction to keep William Goldman from taking possession of the 69th Street Theatre in Philadelphia failed when the court refused the plea. Blum claimed that he had negotiated a deal for the theatre with the owner and that Goldman had later persuaded the owner to cancel the Blum deal and sell to him.

73 Units in Alliance Chain

Alliance Theatres of Chicago have announced their purchase of the Holycross Paramount Theatre Building at Anderson, Indiana, for $600,000. This acquisition gives the circuit three Anderson houses—the State, Times and Paramount—and raises the total number of Alliance-operated theatres to 73.

NATIONAL NEWSREEL

Pals By Proxy

Maybe there's nothing new under the sun but down St. Louis way Hollywood Star-Pic, Inc., has been granted a certificate of incorporation by the secretary of state. Reason: They will, for a certain fee, photograph such common individuals and you and me with life-size figurettes of leading motion picture stars.

Salesman-Exhibitor Cooperation Urged

Warner Bros., divisional sales meetings continued this week with the third of the series scheduled for March 9 at the home office in New York. Two more meetings are to be held in Memphis and San Francisco within the next 15 days.

Meetings last week were held in Chicago and Pittsburgh with Chicago opening the series. There Sales Vice-President Ben Kalmenson told the audience of field men and salesmen that since pre-war manpower had been restored to the majority of exchanges, district manager should strive for more intimate contact with exhibitors. Kalmenson said the sales and field forces should get out and help the exhibitor with his problems and to be especially ready to help with picture exploitation. He urged this in smaller communities where he said the exhibitor would most likely need help.

Kalmenson, Advertising and Publicity Vice-President Mort Blumenstock, Short Subject Sales Manager Norman H. Moray and Eastern Division Manager Jules Lapidus, with other home office personnel, were to attend Saturday's meeting in New York.

Grainger to L. A. Following Sales Meetings in Midwest

Republic executive vice president and general sales manager James R. Grainger is expected to arrive in Hollywood Monday after a cross country trip in which he conferred with sales personnel.

During the week Grainger presided at a two-day sales conference for the Midwestern district in Chicago's Blacktone Hotel. Present were: Midwestern sales manager Will Baker and the following branch managers—E. F. Brauer, Indianapolis; Jack Frackman, Milwaukee; William M. Grant, Minneapolis; Max Mazur, Chicago.

CRI Holds Meet on Field Operations

First of its meetings on field operations was held during a three-day period by Confidential Reports, Inc., in New York's Hotel Astor this week. In addition to President Isidor Lubin, General Manager Jack H. Levin and Counsel J. Moscou, the following field men were present:

Arthur Davis, Philadelphia; Otto Stradley, Cleveland; Fran Ingres, St. Louis; Barry Halbert, Los Angeles; Harry Daniels, Cincinnati; Jack Osgood, New York. Home office personnel who attended: J. Z. Willing, branch operations; H. Saxe, comptroller. National Field Director Harold Groves presided.

Extend 'Saratoga' Run

Run of Warners' "Saratoga Trunk," now in its 16th week at the Hollywood Theatre on Broadway, has been extended through March, giving the picture a New York first-run of at least 20 weeks.

Censorship Likely to Spread, Warns Film Industry Observer

Political Moves, Tax Gravy Rather Than Moral Ideals Are Most Potent Factors

Belief that the next two years would see a spread of city and state censorship was expressed in New York this week by an informed industry observer.

The observer who requested that his name be withheld for business reasons, declared that this apparent censorship trend—noticed throughout several sections—would have been more decidedly apparent had more state legislatures been in session during 1946. He added that he thought that 1947 and 1948 might bring this question emphatically to the fore.

Morals or Money the Aim?

Ironically enough, he said, the morals of the motion pictures shown seem to have little to do with the trend. Causes which he says are building up a move to meddle with movies are:

Political. Censorship boards in state setups provide more jobs, something which any political organization desires. Censorship fees often prove lucrative—so lucrative in fact that they not only cover the costs of censor-board overhead but provide a surplus which is welcomed as a handsome revenue yield which the taxpayer does not feel.

Stymied By Great War Effort

Repression. Censor establishment moves stood little chance of success during the war because legislatures had the legitimate excuse that moves to win the war were of more importance and had priority. The censor-minded, baffled and repressed for several years now, are moving out to get what they couldn't get during the war period. He points out that this seems to be a companion move to the attempt to outlaw liquor which seems to be very strong in many sections at present.

To these forms of censorship must be added the possibilities of municipal censorship. While apparently little has been done along these lines to date, reports of bills aimed at censorship shows, or stopping Sunday shows have been increasingly heavy from various areas.

The Personal Slant

Diana Productions have filed a million dollar suit against fast-talking columnist Jimmie Fiddler for remarks made in an ABC broadcast about Walter Wanger's "Scarlet Street." A letter of protest was also filed with the FCC.

Loew's, Inc., stockholders extended the personal contracts of Louis B. Mayer and Sam Katz as well as naming William F. Rodgers to the board to fill the vacancy caused by the death of David Bernstein. Mayer has been holding down the same spot for the 22 years of the company's existence.

Allied National President Jack Kirsch wants theatre fund collection drives to be limited to one yearly and have all charities participate in the take.

Elimination of all clearance between the Floral Theatre, Floral Park and the Mineola Theatre, Mineola—both in Nassau County, L. I., N. Y.—has been affirmed by the arbitration appeals board.

Alexander Korda's London Film Productions which now owns part of British Lion is offering stockholders seven shillings a share in what apparently looks like a move to buy the entire outfit.

MPAA President Eric Johnston is one of the 10 members of the War Mobilization Board who signed a resolution endorsing trade pacts with England. A hitch in similar pacts in France is apparently what is holding American product out while the British go to town.

March 31 will end the life of the war-created Motion Picture Society of the Americas, according to word from the coast. Plans are mulling now to keep the outfit going with private funds and to expand it to world-wide activity.

Texas Interstate Circuit Manager Bob O'Donnell is raising prices five cents in his first run houses, effective March 14.

J. C. Flinn Rites Held in New York

Funeral services for John C. Flinn, 58, veteran motion pitcure industry executive, were held in New York this week.

Flinn, who died of complications following a major operation, entered the motion picture industry as publicity manager for the Jesse L. Lasky Feature Play Company when it was producing "Carmen" with Geraldine Farrar. Subsequently he was advertising and publicity manager for the Famous Players-Lasky Corporation and the W. W. Hodkinson Corporation. He helped found and was vice-president-general manager of the Producers Distributing Corporation. When this firm merged with Pathe he remained as vice-president of the merged outfits.

In 1933 Flinn went to the NRA as executive secretary of the Code Authority for motion pictures, and later was an exploiteer for Paramount. He is survived by his widow, Courtney Luella Ames Flynn; a son, John C. Flinn, Jr., and a daughter, Mrs. Alfred Fisher.

Paramount News Cited

Paramount news this week was cited by the American Association of the United Nations for the excellence of its newsreel coverage on UNO activities. In making the award to Paramount News Editor A. J. Richard, Association Director Clark M. Eichelberger said that the winning film, "clarified in popular and unified manner efforts we must make to translate our military victory of 1945 into victory in the peace."

FPC Shows Profit Increase

Famous Players Canadian Corporation showed a net profit of $1,594,973 for its 1945 calendar year as compared with $1,371,625 for the same 12 months in 1944, a report to the stockholders shows. After paying dividends of $645,786, the earned 1946 surplus stood at $7,798,266. Taxes were $2,714,581. Current assets: $2,714,581; total liabilities $752,589.

Republic Dividend

A regular quarterly dividend of 25 cents a share, voted by the board of directors, was received March 1 by Republic stockholders.

NATIONAL NEWSREEL

Rank Widens U.S. Beachhead; Wins Favor of N. Y. Critics

Praised by Press But One Reviewer Says Product Is No Threat to Hollywood

Box-office backing may not be solidly lined up behind British pictures in America but New York's critics have been paying considerable attention to British product and are cordial to it, a poll conducted this week by Showmen's Trade Review reveals.

Several of the New York reviewing fraternity found that the British product had shown improvement, that it could have an appeal to American audiences, and that it could contest American product in the theatre. Leading dissenter was the *Herald Tribune's* Howard Barnes who said:

"They certainly haven't done anything to compete seriously with Hollywood."

Bosley Crowther of the *New York Times* finds recent British product does not compare favorably with "great films such as Early Hitchcock, "39 Steps," "The Lady Vanishes," or Korda's "Henry VIII." He liked "Col. Blump" and "Mr. Emmanuel" but said it did not approach the fine British pre-war product. Speaking of audience appeal, he said:

"A few of them might be quite likely to be popular in this country. 'The Seventh Veil' has a good chance and as an illustration I would say 'Johnny in the Clouds' hasn't." "Blithe Spirit" he found run-of-the-mill.

Sees 'Terrific Improvement'

Eileen Creelman of the *Sun* finds that British films have made a "terrific improvement" over what was shown 3 years ago and that British producers are making a sincere effort to find out what American audiences like and will try to give them that. She made it plain that she had previewed several which she thought were very sorry entertainment and said that English producers had acknowledged to her that American audiences seemed to have to strain to understand the dialogue.

"They go overboard when they make a picture they like," she said, "and they hate to cut it."

Her reactions were: "Col. Blimp"—"I liked it though it was too long." "Mr. Emmanuel" and "The Man in Gray"—"Just fair." "Blithe Spirit"—"I liked that very much." 'The Seventh Veil"—'I liked it partly."

Ethel Colby of the *Daily Journal of Commerce* said:

"They're far better technically. They have improved enormously in the past 5 years but they still have a long way to go."

She found "Blimp" "cleverly done, a beautiful picture," and "Emmanuel" "one of the most important pictures of the year."

She didn't see "The Man in Gray," or "The Seventh Veil" and she found "Blithe Spirit" poorer than the rest, but she liked "Johnny in the Clouds." ("They have a way with war pictures.")

Kate Cameron of the *Daily News*:

"Most of the pictures that have been brought over have been made during the war. I think that most of those I have seen have been good." She found:

"Col. Blimp" "splendid"; "Mr. Emanuel," "a fine picture"; 'Blithe Spirit" "so-so; their technicolor doesn't seem as good as Hollywood's"; "Johnny in the Clouds," "I liked that"; thought that exploitation might have made "The Man In Gray" (which she liked) a "bigger success."

Her assistant, Dorothy Masters, who reviewed "The Seventh Veil," liked it.

Lee Mortimer of the *Daily Mirror* said:

"We don't review many of them (British films); we have only been reviewing the main houses because of the paper shortage." He thought the films were about 50-50, didn't like "Blimp" or "Blithe Spirit"; liked "Johnny in the Clouds" and "The Man in Gray."

"Col. Blimp" was in its original version, "one of my 10 best of the year," Leo Mishkin of the *Morning Telegraph* found. Others were "Mr. Emmanuel," "very good"; "Blithe Spirit," "Johnny in the Clouds," "The Man in Gray," "fair"; "The Seventh Veil," "very good."

"By and large," he declared, "the British pictures we have been seeing since the end of the war are about the same as Hollywood's."

Unknown Stars a Handicap

"I imagine they are sending us the best," Irene Thirer of the New York *Post* said. "I think that the trouble right now is the American audience doesn't know the British stars. Just as soon as personalities get to be known, I don't see how they can help being successful in competition with American pictures. They definitively are good pictures."

She found "Blimp" "magnificent. I don't thing it is box-office for American audiences"; "Emanuel," "awfully good; ok for any audience..; "didn't particularly care for 'Blithe Spirit'—blushing technicolor not so good"; and said of "The Seventh Veil"—"I think it was very good and should have wide audience appeal."

John McManus of *PM*, speaking of audience appeal in British films said:

"They never had a chance for audience appeal. The foreign film has never had the same chance with the American public that the American product has. But if the question is, Can foreign films appeal to American audiences?, the answer is 'The Last Chance' is an example."

McManus was not too enthusiastic over current British product. "They've had," he said, "some awfully good films in the past—"Jeannie," "48 Hours," "Love on the Dole," 'Thunder Rock," "Seventh Veil," "Col. Blimp."

His judgment:

"'Blimp' was one of the finest films. 'Johnny in the Clouds,' pretty good, liked 'A Guy Named Joe.' 'Blithe Spirit,' unimpressive. 'The Man in Gray,' awful."

Rose Pelswick of the *Journal American* finds that present British product has improved considerably over product of former days but exempted the Hitchcock pictures from the statements.

"The Hitchcock pictures were good then and they're good now," she said. "In other words you could say Hitchcock pictures and British pictures. But today's average crop of British pictures is better than the British pictures in the past.

Asked about American audience reaction she said, "I don't know" and added that exploitation might bring in American audiences, citing the fact that British stars would have to be known to American audiences before they could atttract them to the box-office.

Of the currently released films she liked "Col. Blimp" "very much"; found "Emmanuel" "magnificent"; "Blithe Spirit" "very amusing," and "Johnny in the Clouds" "a good war picture."

Shouts 'Fire', 3 Hurt

Three persons were injured at the Dubuque, Iowa, Orpheum this week when a vandal screamed "fire" and started spraying patrons with a fire extinguisher he ripped from the wall. In the rush to escape one woman fainted, a man suffered a minor leg injury and a third woman received scratches. The trouble-maker was not found.

Rank World Convention Opens in London April 5

A world convention of the J. Arthur Rank organization which will bring together Rank representatives from France, Finland, Denmark, Canada, Belgium, Germany, Holland, Italy, India, New Zealand, Norway, South Africa, Spain, Sweden and the United States, has been set to open in London on April 5. E. T. Carr, managing director of Eagle Lion distributors, will act as chairman at the meeting at which overseas markets and their problems will be discussed.

Attending from the United States will be United World Pictures President Matthew Fox and Robert S. Benjamin, executive of the American Eagle Lion Company, a Rank affiliate.

St. Louis Stagehand Test Case Before Court Again

Halloway's Gem Theatre of St. Louis county—test case in the stagehand unions' efforts to put a man in some 110 theatres around St. Louis whether the houses play stage shows or not—was back in court this week, as the theatre's attorney sought to have a date fixed in an injunction suit which was thought to have been amicably settled.

The union and the theatre reportedly had come to an agreement whereby the theatre would not prosecute its attempt to get an injunction against picketing if the union stayed within the bounds of "peaceful picketing." The theatre now claims the union did not live up to that agreement.

Sherman Studios Acquired By Einfeld-Loew Company

Two veteran industrities plus $5,000,000 in capital resulted in formation of a new independent producing firm in Hollywood this week as Chrles Einfeld and David L. Loew organized Enterprise Production, Inc., and acquired the Sherman studios as production headquarters.

The Einfeld-Loew partnership calls for six pictures this year and as many next year. Actors, directors, stars, may serve as co-producers. Sherman studios are to be improved and enlarged for the new enterprise.

Harry S. Sherman this week joined Enterprise as an affiliate producer. His first picture will be "Ramrod," with Joel McCrea.

Picket for Price Cut

Fifty teen-agers picketed two Madison, Wis., theatres this week demanding a reduction in admission for their age group from 65 cents to 35 cents. The picketers, aged from 14 to 17, protested that they were considered juveniles under the city's 10 P.M. curfew ordinance but that when it came to pay-ign at the box-office, they came under the same heading as adults. Eight of the girls involved were taken to the police station and lectured.

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

HARD WORK, BUT IT PAYS DIVIDENDS

By Jack Jackson

Here's food for thought by the big executives in the top spots of the industry's leading companies as well as for the work-a-day theatre owner or theatre manager who is manning the affairs of one theatre in one small town. For the leaders there's the important task of showing the way to a better, clearer interpretation of ways to attain the desired goal of the industry by all who are working therein. For the individual manager, there's the duty to self of making the most of his talents and energies.

So many lines are being written and so many words being spoken about the dire need for "Leadership" that the equally, if not more important, essential of "Followship" and that other indispensable member of the success trio, "Fellowship," are lost some place among the type-boxes and amplifying tubes.

That leadership is a prime requisite to the success of any Government, organization, business or public movement of whatever kind goes without saying. But, leadership without its companion aids of "Followship" and "Fellowship" is as futile as a porcine squeel in a sausage factory. History records no instance where leadership alone could be credited for the winning of wars or the advancement of the social or economic status of nations. But history does record no end of instances where leadership, ignoring its supporting companions, figured prominently and solely in the fall of great empires and the failure of deserving movements. The motion picture industry has never lacked for leadership. From Edison and Fox to Depinet and Skouras has been one long parade of men holding every attribute of leadership. Audacious vision and dauntless courage were hand-maidens to the men who pioneered with camera and those qualities are not found wanting in the present roster of top-rung industry personnel.

Noticeable Absence of 'Fellowship'

But—and remember I'm just voicing an interested observer's opinion which, like the late Will Roger's pithy observations, is based on what I read in the papers—there seems to be a very noticable absence of "fellowship" among the industry's "leadership." A situation of this kind quite naturally discourages "followship," with the result that the efforts of all are as impotent and meaningless as Don Quixote's contest with the wind mill. Combined and working in unison against any natural or man-made adversity, the leadership—followship—fellowship trio is a difficult combination to beat. But when discord and jealousy creep between leadership and fellowship that other chap, followship, skips out of reach and only a nugatory cacophony of wind-jamming results.

Any summarizing of the diverse avenues pursued by the various units that go to form the high command for solving industry problems will quickly reveal the wide gap between leadership and fellowship. The very sadly needed followship is practically an orphan forced to weave, willy nilly, in a crazy house of confusing and disconcerting entrances and exits. Remember that this group of followers—the little guys who work in theatres and in distributor and producer ranks—has had a 50 to 60 per cent turnover during the war years. The newcomers don't know which way to turn because they have had no fair amount of training about who's who and what's what. And the older members of the group seem to be mentally confused by their efforts to figure which of the many obvious routes offers the shortest distance to the desired goal of industry accomplishment.

If industry leadership will just make room for fellowship, that mightiest of the trio, followship, will be glad to join up and the three of them can give a convincing and conclusive "shellacking" to adverse legislation, censorship, taxation, and all the other elements that are now, and soon will be, harassing the business. And, they can do one heck of a swell job at garnering new business and elevating the industry to still higher peaks of public favor, too.

What is true of the top strata is true of every branch and unit of the motion picture industry. Each segment has its individual leaders who are followers of those occupying the higher rounds on the industry's ladder. The very best method of improving existing conditions in the overall control is to correct the imperfections in the various component parts and assemblies that go to make up the entire machine. And that's where you and your theatre, wherever its location and whatever its class, come in. In the big picture and on the big map you, the manager or man in charge of a theatre, are a follower. But in the local picture and on the community map you hold the sceptre of leadership and you are charged with the duty of fostering and developing the fellowship that will attract and cement followship to yourself and the business of your theatre.

You, and, you, and you—the men who actually handle theatres—are my gang, you're my kind, and my principal interest in drawing this word picture of existing conditions is to point the importance of the spot you fill and illustrate how you, my gang, can figure dominantly in correcting the situation.

Collectively you can—by giving better service to your patrons and taking better care of your theatres—help build the followship so necessary to the success of the industry. Collectively you can work hard to attract the extra—volume patronage that tilts the scales of revenue for or against those charged with responsibility in the overall picture. Collectively you carry the balance of power and consequently swing the big stick. You, through your collective efforts, can bring order out of the existing chaos.

The reward for hard work and intensive selling is an important place with financial plenty in a world-girdling industry of high public favor. The penalty for continued

(*Continued on Page 23*)

Vacation Note

Theatre managers who have trained their assistants carefully and selected them on the basis of ingenuity, alertness, etc. may be prepared to take a comfortable vacation this year—perhaps the first since the war. On the other hand, the manager who believes that he is the only one in the theatre capable of performing the myriad details necessary to theatre operation will probably stay home.


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THEATRE MANAGEMENT

Small-Town Operation Test Of Manager's Showmanship

Operating a small theatre in a small town where strong competition is within easy driving distance, tests the showmanship of any manager. Things happen with exciting frequency that nearly drive the manager off balance at times, but his sense of accomplishment is increased in proportion to the difficulty he overcomes, adding tremendously to his sense of well-being, and perhaps, giving him an opportunity to take bows if he feels so inclined.

One such manager recounting some of his experiences not long ago told a story of the things he did to build up his theatre in his community and of some of the distracting things he had to overcome to keep running. He laughs about that part of it (he's a big theatre chain executive now), but it is perhaps the things he was able to do then that gained him the recognition by which he attained his present eminent position.

Exploited His Theatre

Briefly, he said that his small theatre was the only one in a town of about 3500 but that residents were in the habit of driving about five miles to the big city nearby to see newer films. So when he took over the theatre he was determined to exploit his theatre as well as his attractions and do it in such big-town fashion that his townspeople would make his theatre their main source of amusement—and he succeeded—in this manner:

He established the best, most courteous service possible, training his small staff in quiet, retiring niceties of conduct and bearing. He found that it probably would additionally carry out his idea of making his theatre a sort of town center by allowing the high school to hold morning assemblies in the theatre, using its stage, organ and other facilities (the school was just across the street), and induced women's clubs and societies to make slide anonuncements about their activities on the screen, free. He ran special bargain matinees at frequent intervals (which might be out of place today), sponsored free shows for kids once a year, near the Christmas holiday season, and collected groceries and clothing for the needy periodically.

With advertising in his small-town paper inexpensive, he more than doubled the space used by his predecessor, bringing his space up to sizes for the best mats prepared by distributors, altered slightly to add the local touch. He used heralds extensively, covering almost the entire town for each change of program. Publicity in the local newspaper was increased by this manager's intelligent selection of material which he knew would be of greatest interest in his town to the extent that the editor asked him to supply a daily motion picture news column.

Booked Stage Shows

At intervals he booked a stage show of sorts, just to supply diversion. The stage attractions were selected with care and, of course, had to come within the theatre's budgetary requirements, although the manager did not expect to make much money on them, depending on the occasional change to bolster his theatre, along the lines of his original thought, into the town's amusement center.

Some of the problems with which this manager has been confronted and which took quick thinking to obviate include prints failing to arrive, power going dead, pictures pulled at the last minute, etc., and other situations with which many other managers have been faced. Here's how this manager met some of his dilemmas:

One evening when the feature was half-way through and with a packed house—off went the lights, not only in his theatre but in the entire county! The house was pitch dark but he rigged up an emergency spotlight with the reserve batteries which he had thoughtfully supplied for this type of emergency. The batteries dimly lit the auditorium and relieved growing audience tension. A call to the power company brought forth the information that the trouble had been located and that service was to be resumed "within a short time"—nothing definite in the way of promises. The manager knew that the audience wouldn't sit there very long and, like every other manager in the world, he was determined not to give refunds until every alternative had been exhausted. He found a girl, an excellent pianist, who volunteered to play a few numbers. That worked for a while, but the audience began to get restless, so he climbed on the stage and announced a period of community singing. That continued for almost an hour but it couldn't keep up forever. During a pause in the singing he went into the wings, came out again, and taking a desperate chance announced that the power company would resume service in 15 minutes. When nearly 14 of those 15 minutes passed in more singing, he was convinced he would have to go for the refunds. Just as he was about to make the announcement to that effect—on came the lights!

On another occasion he had put on an outstanding advertising and publicity campaign for a big picture. On the morning of the day it was to open he was informed by the exchange that because of some mix-up the film would not be available. He got in touch with a theatre in the nearby big town and asked them to send him the picture they had just played. Just before the picture was to start he announced from the stage to a capacity audience that because of transportation difficulties, etc., he would not be able to present the advertised picture, but that he had been able to secure a hit from the big city theatre. Anyone who did not wish to stay could get a refund. Not one left the theatre!

'Surprise Show'

Another time a film was canceled on short notice and the exchange could not state what would be available for showing on the announced date. Racking his brain, he came up with the idea of exploiting a "Surprise Show." He advertised it heavily through the regular media, guaranteeing it to be one of the best shows in years. The atmosphere of secrecy and mystery he threw around the new show evidently intrigued the customers and the result was excellent business.

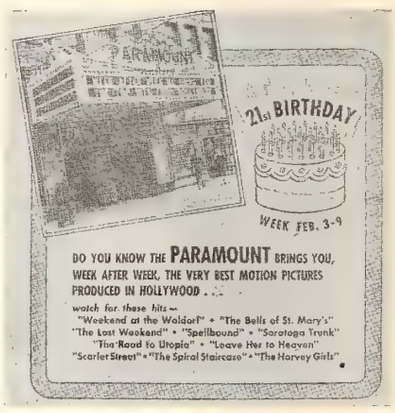
Yes, it's nice to be in command of a deluxe, big-time theatre, but the small-town operation provides an enterprising, energetic manager with more of his share of problems—and more than his share of fun!

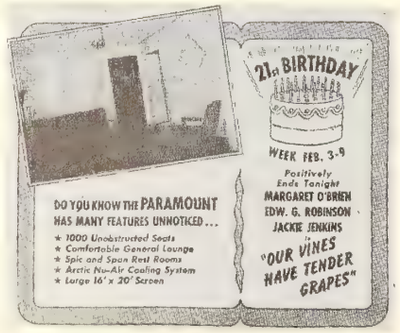
Birthday Stresses Service

Here are three samples of the ingenious institutional advertisements which were designed by Cliff L. Knoll, Paramount Theatre, Mitchell, S. D., for use in connection with a campaign playing up the 21st anniversary of the house.

Knoll has employed ideas which constantly have been stressed by showmen in urging managers to sell "all the features" their theatres offer. A fourth display, not illustrated, gave the spotlight to the projection booth at the Paramount. Copy read: "Do you know the Paramount has the finest projection booth money can buy. . ." and then listed the names of the main equipment units in the booth.

According to leading theatremen, the personality angle used in the display featuring the "15 trained persons" is one of the best morale builders that can be devised for putting the theatre staff on its toes. The display dealing with the type of pictures presented and mentioning the title of outstanding new attractions, drives home the institutional idea that the theatre is bringing its patrons the best in screen fare from Hollywood studios.







THEATRE MANAGEMENT

Leadership Futile Without Fellowship, Jackson Warns

(*Continued from Page* 19)

disinterest and lack of selling effort is existence eked from the scraps off the table of plenty and perhaps complete business oblivion. Work and more work is, and always has been, the secret of success.

William F. Rodgers, of Metro, at that company's recent sales and exploitation conferences, made a few remarks that should sound a warning to the lazy theatre managers and owners. He didn't call them "lazy," that is my personal classification of those who are content with whatever volume of business happens to drift up to the box-office and make no effort to swell attendance through sensible selling effort. In substance Rodgers warned that exhibitors of MGM pictures would be expected to take the greatest possible local advantage of the company's extensive national advertising effort and went on to emphasize that just being a customer in good standing on the books would not be sufficient reason for MGM to continue accounts where the audience potential of product was being dissipated. Salesmen of the company are to familiarize themselves with the complete scope of advertising coverage and the possible local supporting application of its many details. They will acquaint the exhibitor with the customer-attracting potential and assist as much as possible in planning local campaigns. Their effort will, of course, support and supplement that of the highly competent MGM field exploitation staff. The big news is that if the exhibitor wants to hold on to his MGM meal ticket he will have to vacate his place at the gin-rummy tables and start hustling for the added business MGM considers their product and advertising effort warrants.

Why Wait for Warning

Now MGM does a swell job of national advertising coverage. But so does RKO, Paramount, Warners, 20th Century-Fox, Universal, Columbia and the other distributors. Why wait until a similar warning is issued by other companies before putting on your spurs and galloping after the business that is certain to respond to well-conceived and enthusiastically executed selling effort?

Go over and have a talk with your grocer, butcher or candle-stick maker and see how much assistance the various concerns he buys from exert in an effort to school him in ways and means of selling more cabbage, beans, bacon or wax. Then pat yourself on the back at the first telephone pole you encounter because you are the local agent of a business where millions are being spent monthly in pre-selling the merchandise you offer your customers. Not only are radio, magazines, newspapers, window displays and valuable co-operative ads and articles provided but expensive brains are hired to prepare press books that outline numerous plans of local tie-up aspect that will help attract patronage.

Take a quick mental inventory of how much effort you have been exerting to bring this ready-made business up to your box-office and, if you find yourself wanting, make a firm resolution to start today to capitalize on every effort made by the producers and distributors to create a market in your town for their pictures. Start giving study to the press books and see if some of the ideas advanced can't be revamped slightly to fit your town and your customer pattern. Who can tell, perhaps, one or more of the ideas suggested will provide the nucleus of something entirely different in the way of selling effort that will not only bring added customers but elevate your personal business status in the community. The distributors supply the ideas, the ads, the accessories, the trailers and intensive and extensive national publicity and avertising assistance. It's up to you to do the work that condenses all the national effort into a spotlight that directs the folks, who thereby have been intrigued to the portals of your theatre.

Not for Your Town?

I know, you're going to tell me that the ideas supplied don't fit your town; that they're too expensive for your budget; that your customers are all "regulars" and that extra efforts "just don't mean anything in your situation."

Well, let me say that I have yet to encounter a press book where there was not one or more ideas—most of them be-whiskered and weary from any seasons of service, but nonetheless proved as practical and workable—that could not be altered or elaborated upon until a fitting ramification was suited to the particular situation. And, believe me, Mr. Showman, working them out and seeing them through will return big dividends. The trouble is that most theatremen expect the first effort to produce immense returns and, when this anticipation is not realized, immediately relapse into a state of suspended animation until old Mother Necessity forces an abrupt awakening. You have to keep the bones of your brain-box rattling incessantly in order to generate business-getting ideas. Once you let down the barriers of mental laziness and start the "think" motors you'll find it difficult indeed to keep your available energy—yours and that of your staff—apace with your mental output.

Just when your effort will start paying off is a matter of conjecture. The longer you have been mentally inactive and physically lazy in pursuing business the higher the hedge between you and potential customers has grown, necessitating a bigger job of trimming to get in down to "step-over" size.

Here's a little true story that explains the potential reward of activity better than any words I could put in type.

One Manager's Answer

One of my managers recently was burning the midnite wick trying to beat one of his theatre problems when a coterie of his fellows happened to pay him a visit. They engaged in playful ridicule of his overtime effort and his failure to take his allotted day off without getting extra remuneration. I'd like to paint his answer in mile-high letters where every theatre manager everywhere would be forced to read them at least a dozen times each day. It was:

"Fellows you're probably right. I know damn well that my paycheck next week, or the next and next, will carry no acknowledgement of this work I'm doing. But somewhere and sometime, either with this boss or some other boss, I'll be rewarded. It may not be in money but in some way I'm sure I'll be paid in full. And, aside from whatever actual money I may receive I'm having a lot of personal satisfaction proving to myself that I'm capable of doing this particular job."

He's right! I and every theatre executive everywhere wishes whole-heartedly that men like that were available in gross lots.

Accept the responsibility of leadership so far as your theatre, its attractions and your community is concerned. Be certain that at all times you manifest a sincere fellowship for those who support and aid you in reaching your desired goal. Put both your heart and your head in your every activity and you'll find yourself wearing the drum major's hat and twirling the jeweled baton—leading the numerous and mighty followship group to the very throne of success. It'll take a lot of thinking and a lot of working but the reward is well worth the effort.

Use Detergent

Wet surfaces and lobbies (marble, tile and terrazzo surfaces) accessible to theatre patrons should be cleaned with a detergent, instead of soap, to eliminate danger of patrons slipping.

THE BOX OFFICE SLANT

Journey Together

English Films Drama 80 mins.

AUDIENCE SLANT: (Family) Good entertainment but a little out of date in theme.

BOX-OFFICE SLANT: Largely dependent upon the Edward G. Robinson draw. Where he draws well the film should do well. Suitable for double-bill programs.

Cast: Edward G. Robinson, Bessie Love, Richard Attenborough, Jack Watling, David Tomlinson, Sid Rider, Stuart Latham, Hugh Wakefield, Bromley Challenor, Z. Perzanowski and other personnel of the Royal Air Force, Royal Canadian Air Force and the United States Army. Credits: Story by Terence Rattigan. Directed and adapted by John Boulting. Production, John Howell. Photography, Harry Waxman with special effects by Ray Morse. RAF Symphony Orchestra conducted by Muir Mathieson.

Plot: Two young Britishers join the RAF and are desperate to become pilots. They pass preliminary training and go to the United States to continue. One washes out as a pilot and is assigned to study navigation in Canada. The two get together again when the successful pilot asks for his friend to navigate the bomber he now commands. Following a raid over Berlin the navigator brings them back over the channel where the ship crashes. Thanks to the navigator's keen accuracy they are sighted by an Air Sea Rescue plane and brought back to fly again. . .

Comment: This is one of the finer British films but is a little old in theme. It evidently was made by the RAF to indicate to the public just how important a navigator is, as part of an integrated crew, and that the pilot is not the entire show. As part of the country's recruiting endeavor it probably would have done a top job had the war continued. Offered to American audiences as straight entertainment without a message, it offers excellent acting and direction and a good, suspenseful and interesting story. Edward G. Robinson and Bessie Love appear in just a few sequences, with Robinson delivering his usual competent job of acting. This time he is an understanding, over-age civilian pilot-instructor of the young British fledglings and really "takes over" the screen in the short time he appears. Every other member of the large cast, excepting Miss Love, was an actual member of the RAF, RCAF or the United States Army and surprisingly do fine jobs of acting. Whether or not the film does well here will depend upon the drawing power of Robinson. One thing that should be noted: the press book gives considerable prominence to Robinson's name, as well it might, for box-office purposes. But exhibitors are warned that Robinson's part is not as important as the billing indicates. Neighborhood theatres, in particular, should be careful in considering the way the picture is sold to the public—misrepresentation is not often wise. The picture is suitable for any double-bill program.

Open City

Mayer-Burstyn Drama 100 mins.

AUDIENCE SLANT: (Adult) Powerful, deeply moving story of the Italian partisan movement against the Nazi occupation of Rome. Not for children under any circumstances. Good for any adult audience.

BOX-OFFICE SLANT: Carefully exploited, using the unanimously favorable quotes from the New York critics, this might do better than good. The fact that it is in Italian with English titles may mitigate against it, but word-of-mouth will offset this. It will stand up as a co-feature on any program.

Cast: Aldo Fabrizi, Anna Magnani, Marcello Pagliero and others. Credits: Story by Sergio Amidei. Scenario and dialog by S. Amidei and F. Fellini. Photographed by Ubaldo Arata. English titles by Pietro Di Donato and Herman G. Weinberg. Directed by Roberto Rosselini. Produced by Excelsa. A. Minerva Film. Released by Mayer-Burstyn Inc.

Plot: Manfredi, leader of the Italian underground movement, comes to Rome to obtain money for arms and ammunition to fight the Nazis. His identity revealed, he dare not appear on the streets, and is aided by Don Pietro, neighborhood priest, in his transaction with the partisans. Manfredi and the priest are captured, make a pact to keep silent under all conditions. Manfredi is tortured to death and the priest is executed by a Nazi firing squad.

Comment: The bare telling of this plot, which has several minor motivations entwined in its screen tale, must of necessity omit the savage realism inherent in the story itself. The director of this powerful story has succeeded in imbuing his players with an utterly convincing manner in which they convey their most realistic portrayals to audiences, and the fact that the picture is made in the Italian language with English titles detracts not an iota from audience understanding of the action. Don Pietro as the neighborhood priest, Anna Magnani as a widow engaged to marry one of the partisan leaders and Marcello Pagliero as the leader of the anti-fascist underground are excellent. The early parts of the film convincingly establish that a considerable part of the Italian population hate the Nazi occupiers of their land and that they definitely are trying to do something about it, including bombing gasoline and ammunition dumps, cutting Nazi communication lines and in general harassing their tormenters. Some of the scenes are gruesome and brutal in the extreme; the torture scenes, for instance, would have been handled by suggestion in American films, but the Italians evidently are more realistic—they let audiences have it right between the eyes. The execution of the priest is done with the priest straddled on a chair, facing the audience and between the audience and the firing squad. When he is shot in the back and the *coup de grace* is administered by a German officer, hearts almost stop beating. The picture is powerful, excellently produced, directed and acted and should be acceptable to any American adult audience. Children should not be admitted under any circumstance. Properly exploited this picture can do good business (witness—"The Last Chance").

Legion of Decency Ratings

(For Week Ending March 9, 1946)

SUITABLE FOR ADULTS ONLY

Journey Together — Just Before Dawn

Young Widow — Murder Is My Business

Spider Woman Strikes Back

Smooth as Silk

Universal Mystery 66 mins.

AUDIENCE SLANT: (Adult) Both mystery fans and regular patrons will enjoy this entertaining mystery.

BOX-OFFICE SLANT: Good second feature for any spot. Might top a week-end double bill with a Western.

Cast: Kent Taylor, Virginia Grey, Jane Adams, Milburn Stone, John Litel, Danny Morton, Charles Trowbridge, Theresa Harris, Harry Cheshire, Bert Moorhouse, Ralph Brooks. Credits: Directed by Charles Barton. Produced by Jack Bernhard and Howard Welsch. Screenplay by Dane Lussier and Kerry Shaw. Original story by Florence Ryerson and Colin Clements. Photography, Woody Bredell.

Plot: An ace attorney, gaining acquittal for a young playboy on trial for manslaughter, celebrates by giving an expensive bracelet to his actress fiancee. She drops him, however, to romance with the playboy because she wants the lead in a new stage production backed by his uncle. The attorney, furious, kills the uncle and then plans to kill his rival, but is trapped by the district attorney.

Comment: This will make a good supporting feature on any bill or might even top a week-end Western, for it is strong enough on suspense and mystery to hold the interest and keep the audience entertained. The plot, though formula stuff in many respects, has the neat switch of having the killer confess after having built up the evidence to point to another's guilt. And this will keep the mystery fans guessing until the finish. Kent Taylor is ably suited for the role of the well-known attorney: he gives a smooth, capable characterization. Virginia Grey is fine as his fiancee and conniving young actress, and in minor roles Milburn Stone, John Litel, Danny Morton and Jane Adams turn in satisfactory performances. Direction by Charles Barton sustains the suspense throughout and Jack Bernhard and Howard Welsch handled production.

Two Sisters From Boston

MGM Comedy With Music 112 mins.

AUDIENCE SLANT: (Family) Thoroughly delightful entertainment with widespread mass appeal. Those Pasternak-Koster "touches" enhance its "different" entertainment values.

BOX-OFFICE SLANT: Although its "names" aren't tops, they're still well enough known to make the picture a formidable contender for better-than-average grosses in most theatres. Strong exploitation will also help.

Cast: Kathryn Grayson, June Allyson, Lauritz Melchior, Jimmy Durante, Peter Lawford, Ben Blue, Isobel Elsom, Harry Hayden, Thurston Hall, Nella Walker, Gino Corrado. Credits: Produced by Joe Pasternak. Directed by Henry Koster. Original screenplay by Myles Connolly. Additional dialog by James O'Hanlon and Harry Crane. Photographed by Robert Surtees. Art direction, Cedric Gibbons, Daniel B. Cathcart. Musical direction and adaptation of operatic sequences from Liszt and Mendelssohn by Charles Previn. Dance direction, Jack Donohue. Songs by Sammy Fain and Ralph Freed.

Plot: One of two very properly brought-up Salem sisters (Kathryn Grayson) breaks away from the family to try her wings at a singing career. Though her parents think she is in opera, in reality she is singing in a dive. Her family decide to visit her, and her sister (June Allyson), getting wise to the hoax, remains to watch over her. Result: Kathryn gets a chance for an operatic career,

BOX-OFFICE SLANTS

and succeeds, while June falls in love with a wealthy young man (Peter Lawford).

Comment: Pasternak-Koster pictures are in a class by themselves. Whether the story is off the beaten path or merely given a fresh twist, as in this instance, the result is thoroughly delightful entertainment with widespread mass appeal. Then, too, Pasternak-Koster have a happy knack of adapting classical music to the screen in a manner that wins it strong public favor. The foregoing attributes are readily apparent in "Two Sisters From Boston" which, despite the fact that it is somewhat too long, nevertheless is excellent screen fare for the entire family. Jimmy Durante shows up remarkably well in a role that calls not only for his customary brand of comedy but also for a characterization demanding thespian talent, with Jimmy delivering the goods in both departments. Kathryn Grayson, as lovely as ever, is pleasantly surprising in her rendition of a risque bowery saloon number, and acts and sings otherwise in a completely satisfactory manner. Charm and appeal are the attributes of June Allyson as the modest, naive other sister who eventually throws off her prim New England shackles to help Kathryn by taking her place at Jimmy's dive. Lauritz Melchior is in fine vocal fettle and performs well, while Ben Blue has his best comedy role to date as an amnesia-suffering butler who regains his memory only after "hitting the bottle." The operatic sequences, adapted from music by Liszt and Mendelssohn, are extremely agreeable to the ear, and there are other Pasternak-Koster "touches" that enhance the picture's "different" entertainment values. That "Two Sisters From Boston" will please all types of audiences, especially the masses, there is little doubt. And although its "names" are not exactly top box-office, they still are well enough known to make the picture a formidable contender for better-than-average grosses in most theatres. Strong exploitation will also help.

House of Horrors

Universal Horror 65 mins.

AUDIENCE SLANT: (Adult) Enough killings and suspense to satisfy the horror fans.

BOX-OFFICE SLANT: First in a series of "Creeper" horror pictures, this is a good offering for the situations that use this product.

Cast: Bill Goodwin, Robert Lowery, Virginia Grey, Rondon Hatton, Martin Kosleck, Alan Napier, Howard Freeman, Joan Fulton. **Credits:** Directed by Jean Yarbrough. Screenplay by George Bricker. Original story by Dwight V. Babcock. Photography, Maury Gertsman. Produced by Ben Pivar.

Plot: A sculptor wins the loyalty of a murderer known as "The Creeper" when he fishes him out of the river and takes him home with him. One of the art critics has been publicly denouncing his work, so the sculptor gets the Creeper to kill him; he even has him kill everyone who gets in the sculptor's way as he tries to climb, in his madness, to fame. This goes on for sometime, with a young newspaper woman and her fiance, a commercial artist, involved, until the truth is uncovered.

Comment: This is the first in a series of horror pictures Universal had planned with Rondo Hatton in the lead as "The Creeper." But as things turned out, Hatton made only two before he passed away: this one and one called "The Brute Man," yet to come. The idea was a good one, as proven by this offering, for it is good horror fare, having all the ingredients the fans seek: lots of murder, suspense, and something extra special for this type of picture, a beautiful model named Joan Fulton who makes quite an impression in a minor role. Rondo Hatton is satisfactory in the leading role and Martin Kosleck does well as the mad sculptor. Robert Lowery and Virginia Grey do the romancing and Bill Goodwin makes a very capable police inspector.

Murder Is My Business

PRC Mystery 63 mins.

AUDIENCE SLANT: (Family) Some badly written, spoken dialog prevent this from being a top-notch mystery. Just a fairly entertaining program picture.

BOX-OFFICE SLANT: Suitable for double-bill programs.

Cast: Hugh Beaumont, Cheryl Walker, Lyle Talbot Carol Andrews, George Meeker, Julie McMillan, David Reed, Pierre Watkin, Helene Heigh, Richard Keene, Parker Garvie, Virginia Christine, Ralph Dunn. **Credits:** Screenplay by Fred Myton based upon original characters and story by Brett Halliday. Produced by Sigmund Neufeld. Directed by Sam Newfield. Photography Jack Greenhalgh.

Plot: Private detective Hugh Beaumont is engaged to protect Julie McMillan when she receives threatening letters. He is propositioned by her husband, David Reed, to connive in a fake robbery on his home to collect insurance on the family jewelry. Julie McMillan is murdered and Beaumont is accused of connivance. He clears up the involved proceedings, however, and finds romance with his secretary, Cheryl Walker.

Comment: Although the bare skeins of the story had excellent possibilities for a top-notch murder mystery and the characters, with the exception of one or two, are drawn with accuracy, the director has permitted the players to read some impossibly trite dialog causing the film to lose most of its credibility. The comic police detective is almost burlesqued by Richard Keene and Julie McMillan acts as though she had rehearsed her lines once off the screen and was continuing the rehearsal. The picture, however, is not all bad. Hugh Beaumont, for instance, is about as ingratiating and capable a young actor as the screen has had in a long time. Cheryl Walker, too, is beautiful and does a good job of acting. Lyle Talbot again performs capably. The rest of the players do well enough with the badly written parts handed to them, with Carol Andrews looking beautiful in a seductive way. The film as a whole, however, fails to come up to expectations, largely because of poor writing and careless direction. But it will fill spots on most double bills.

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Tangier

Universal Drama 75 mins.

AUDIENCE SLANT: (Family) Mildly entertaining story of international intrigue, a demimondaine and murder.

BOX-OFFICE SLANT: Does not appear to be strong enough to stand alone, A more powerful co-feature will insure better returns than if played by itself.

Cast: Maria Montez, Preston Foster, Robert Paige, Louise Allbritton, Kent Taylor, Sabu, J. Edward Bromberg, Reginald Denny, Charles Judels, Francis McDonald, Erno Verenes, George Lynn, Rebel Randall, Dorothy Lawrence, James Linn, Billy Green, Phil Garris. **Credits:** Screenplay by M. M. Musselman and Monty F. Collins from an oriignal story by Alice D. G. Miller. Directed by George Waggner. Produced by Paul Malvern. Executive producer, Joe Gershenson. Photography, Woody Bredell. Special photography, D. S. Horsley.

Plot: Maria Montez, Louise Allbritton and Kent Taylor apparently are just professional dancers in Tangier and Robert Paige is a discreditd war correspondent searching for the big story that will get back his job. The dance team and Paige have unearthed an intrigue involving a huge diamond and a Nazi plot for two notorious Nazis to get away from justice, financed by sale of the diamond. An early conflict develops betwen Paige and Miss Montez, although each are searching for the same thing: Miss Montez to arrest the Nazis and Paige for his story. They join forces eventually, fall in love, achieve their ends and leave together for Madrid.

Comment: Screenplay writers Musselman and Collins have tossed in most of the time-worn mystery situations in putting together a laboriously contrived plot and have written dialog which sometimes is difficult for even such experienced actors as J. Edward Bromberg to deliver with any degree of reality. John R. Coincidence pops up too often, also, to lend any degree of credibility to the story, putting a couple of strikes on the players before they make their appearances. Miss Montez, Paige, Louise Allbritton, Kent Taylor, Bromberg and Sabu do the best possible with the poor material given them, delivering a passably entertaining film for not too-discriminating audiences. With the strength of its marquee names, the film should do fairly well, and booked with a stronger picture, should do better than fair.







Big Ads Breaking Now **On Dottie's New Show** **Have Millions of Readers***



* The Readers Of LIFE—WOMAN'S HOME COMPANION—GOOD HOUSEKEEPING—TIME—AMERICAN—LOOK—COLLIER'S —TRUE STORY—LIBERTY—And Leading Fan Magazines.







. . . Rarin' To Go . . . . . To Gay "Masquerade In Mexico"

"Frenchman's Creek" Class...

"Lady In The Dark" Lavishness...

From Leisen!

Paramount's Musical

Masquerade in Mexico"

starring

DOROTHY LAMOUR and ARTURO DE CORDOVA

with

PATRIC KNOWLES · ANN DVORAK · GEORGE RIGAUD

Natalie Schafer · Mikhail Rasumny · Billy Daniels and The Guadalajara Trio

A MITCHELL LEISEN PRODUCTION

Produced by KARL TUNBERG · Directed by MITCHELL LEISEN

Screen Play by KARL TUNBERG • Based on a Story by EDWIN JUSTUS MAYER and FRANZ SPENCER

SELLING THE PICTURE

Sweepstakes Winners Plug Warners' 'Three Strangers'

Three sweepstakes winners become embroiled in a series of dramatic events that make up the plot of Warners' "Three Strangers"—and what else would be the normal chain of thinking in the minds of Warners' home office publicity crew than to find real winners of past sweepstakes events and show them the picture?

Of course the next thing to do, they thought, was to invite newspaper reporters, cameramen, etc., to record the reactions of these people who had really won sums of money so that their deathless words could be repeated to the breathlessly awaiting newspaper readers of New York.

Anyhow, the boys found a flock of winners and showed them "Three Strangers"—and the New York City newspaper editors thought enough of the gag to assign reporters and photographers to ask them what they did with their winnings and how they had fared since winning the sums of money that had been dropped into their laps. Had their winnings changed their way of living? Did they think that the small investment they put into sweepstakes tickets gave them enough of an anticipatory lift to make the amount of their investment worth while? Or did they scrape the money together and live for the day the race was to be won in hopes that their aspect on life might be changed?

As a plain, unadulterated human interest story the newspapers ate the stunt up, without salt. The New York *Post* gave the story more than half a page in its front news section, with a streamer headline across the page reading, "What Happens to Sweepstakes Winners? Here It Is!" Pictures of six of the winners and a generous tieup with the film's showing at the Strand Theatre were included. Other New York newspapers also recognized the interest inherent in a story of this sort with generous space, even though they were well aware of the fact that it was a publicity stunt, pure and simple.

The stunt has enough human interest value to make it worth while for any theatre manager to look up winners in his own territory and arrange the same kind of publicity stunt with local newspapers.

Magazine Ad Campaign Launched on 'Forward'

A group of top publications in the magazine field have been selected by S. Barret McCormick, RKO Radio director of advertising and publicity, to carry the advertising message of "From This Day Forward" to an estimated readership of 58 million persons.

A brochure announcing the ads and insertion dates has been sent to the company's district managers, branch managers, salesmen and publicity men. The schedule includes *Ladies Home Journal, McCall's, Cosmopolitan, Look, Collier's, Redbook, Liberty* and a group of fan magazines.

Set Bogart Tieup With Raleigh Cigarets

The commercial tieup department of Warner Bros. has completed a deal with Raleigh Cigarets by which Humphrey Bogart will be featured in large ads in 160 leading newspapers throughout the country. Combined circulation of the newspapers exceeds 26 million. The tieup also includes breaks on the Red Skelton, Hildegarde and People Are Funny network radio programs.

Signs Point Way

A street display that theatremen dream of was achieved by Manager Ed Reed of the Strand, Providence, for the opening of Columbia's "One Way to Love." Utilizing the film's title, Reed had one-way street signs of the city cleverly sniped with "One Way to Love—Strand Theatre" signs. So well was the job done that the casual observer could scarcely tell the regular signs had been covered.

2-Way Promotional Set on 'Heartbeat'

Arrangements were concluded last week between Jack O'Mara, sales promotion chief of ABC and KECA, and Milt Howe, publicity and advertising head of Robert and Raymond Hakim Productions, whereby Ginger Rogers will be the star name used by the American Broadcasting Company and KECA in their new two-way promotional campaign inaugurated by O'Mara last month. The tieup between station and star calls for a statement from the star, indorsing the station as the one to which she most frequently listens.

In return for the indorsement, KECA will plug the star in Sam Wood's "Heartbeat," produced by Robert and Raymond Hakim for RKO Radio in a two months' campaign, extending over April and May, which coincides with the film's release date. The promotion, with full credits to the picture, includes seven lighted boards, 300 "dashboards" on street cars and busses, newspaper and local magazine advertisements and displays on all of KECA's motor trucks. The same picture-star indorsement plugs will be used in KECA and ABC lobbies, on mail inserts, postage meter imprints and direct mail advertising booklets, thus completing the "visual" side of the tieup.

On the "listener" side, Station KECA will plug the star statement and picture on the air for two months. According to O'Mara, over 26 million "listener" and "looker" impressions for the station, star and movie will be covered by this program during the two-month campaign.

Marshall, Uncle Sam Tell Indiana About 'Maisie'

Hal Marshall, MGM field representative in the Indianapolis territory, and Uncle Sam, represented by the United States Army Recruiting Service, got together to plug their respective endeavors in a big way recently with Marshall promoting newspaper and radio breaks in increasing measure as "Up Goes Maisie" shows at the theatres covered by the publicist. The theatres get increased business, the army gets new recruits (including some of the theatre ushers), MGM is delighted and so is Marshall—everything is hotsy-totsy all around!

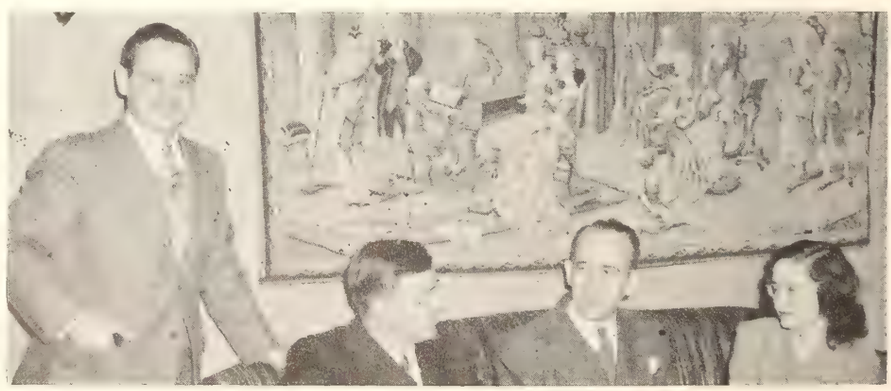
Starting the ball rolling, Marshall had Ann Sothern named "Honorary Recruiting Aide to the U. S. Army for Indiana," with an official order containing the designation. Then he arranged with the Recruiting Service to bring a helicopter to Indianapolis where the first local showing of the film took place at Loew's. Nearly the rest of the army moved in, too, with bands, brass hats, a recruiting booth in the theatre lobby, a parade and what-not.

Newspapers and radio stations vied with each other to feature news about the event, with the Indianapolis *News, Times* and *Star* publishing art and news stories before and after the event. The *Star* was particularly generous with a four-column splash on page one the morning after the stunt took place! All four radio stations covered the event in advance, with WIBC staging a remote control broadcast from the plane while persons on the ground talked via walkie-talkie to the pilot as he hovered over the city.

The same stunt, or variations of it, has been set for Muncie, Terre Haute, Lafayette, Bloomington, Washington and other Indiana situations with the same cooperation offered by the Army Recruiting Service.

Plan Ad Campaigns

While in Hollywood, S. Barret McCormick, RKO Radio director of advertising and publicity, is conferring with Walt Disney on the advertising campaign for Disney's next feature, "Make Mine Music," and with Samuel Goldwyn on plans for an all-out advertising and exploitation budget for his next Danny Kaye feature, "The Kid From Brooklyn."



CRITICS, THEATREMEN DISCUSS 'WEEKEND.' Following a special screening of Paramount's "The Lost Weekend" for members of the press, radio, clergy, doctors, and State and city officials, Edgar Goth (standing), director of advertising and publicity for Fabian-Wilmer & Vincent Theatres, and Gerry Wollaston, manager of the State Theatre, Harrisburg, Pa., discuss the film's highlights with movie editors Dick McCrone and Gertrude Lawatsch of the Evening News and Telegraph, respectively.

SELLING THE PICTURE

Play Tunes Free

Music really filled the air in Harrisburg when Sam Gilman planted a juke box in front of Loew's Regent and invited passersby to play a tune for free. Catch was that the only songs in the juke box were from "Harvey Girls." Stunt could be used in other towns.

Windows Top Hulbert's 'Rhapsody' Campaign

Impressive style-fashion leading store window tieups, co-op advertising and plenty of local radio time, all master-minded by Manager Charles D. Hulbert for the Richmond, Va., showing of WB's "Rhapsody in Blue," gave the Gershwin musical a well-deserved eye-catching campaign, which had the patrons crowding the box-office of Fabian's Colonial Theatre.

Hulbert certainly took Richmond! Promoting three windows at a popular woman's department store, all of which received elegant fashions background with copy stating that the "beautiful creations were inspired by the mood of the film," the enterprising Virginian also persuaded four leading music stores to participate in window tieups, all of which gave the film a well rounded exploitation campaign.

A full-page-coop in the Richmond *Times-Dispatch* brought forth the merits of the film through the combined advertising of Gershwin records, Gershwin-inspired frocks and perfume.

A full one-half-hour program was devoted to Gershwin melodies and WRVA's Juke Box Swing show presented a similar program. Spot radio announcements were also employed by Hulbert.

A huge attractive lobby display, featured two weeks in advance of the film, was another highlight of the campaign.

Jolley's Boy Scout Show Wins Newspaper Publicity

As the climax to Boy Scout-Girl Guide Week, Manager Mel Jolley of the Marks Theatre, Oshawa, Ontario, invited the local Scouts and Cubs to a special morning show. Jolley, by the way, is secretary of the local Boy Scout's Association, so the special show brought him in contact with the boys.

A photographer was on hand to "snap" the crowd in front of the theatre, resulting in a four-column picture on the second page of the *Times-Gazette*. It all amounted to excellent publicity for Jolley's Marks Theatre. As the Chinese say (according to Mel): "A picture speaks a thousand words."

Cohn Pays Expenses of Prospective Newlywed

In connection with the opening of MGM's "The Sailor Takes a Wife" at Loew's Poli in Hartford, Conn., Manager Lou Cohen put on his own "gob takes a bride" campaign, offering to pay for the marriage license, wedding ring, wedding supper and bridal suite in a Hartford hotel for the first sailor or ex-sailor who announced imminent matrimonial plans.

Seaman 1st Class Kenneth G. Shifflett of Hartford, was the first to get under the wire with a card stating that unless something unforeseen happened he would lead his girl to the altar on March 2.

RED CROSS WEEK, March 20-26

Radio, Merchant 'Tracy' Tieups Get Results for Showman Breyer

Theatremen who aren't taking advantage of the opportunity to fully exploit RKO's "Dick Tracy" and thereby reap the benefit have only themselves to blame. Wherever the picture is backed by good, solid showmanship, the effect on the box-office is something akin to terrific.

Take, for example, the campaign staged by Lew Breyer, manager of the Broadway Theatre, Springfield, Mass. In so many words, Breyer's activities seem more or less simple, but as they were actually carried out, they constitute a campaign that reached far and wide in the showman's community. Briefly, Breyer had a radio tieup with station WSPR on the Dick Tracy program, promoted a window display in a local department store, promoted a cooperative newspaper ad which the store paid for, set a counter display in Woolworth's, sent letters to all school principals and mailed out 500 post cards to names selected from the city directory. That's all, but let's analyze this thing a little further.

The tieup with WSPR provided for announcements before and after the broadcast three days before the picture opened and on opening day. And yet those radio announcements proved the most potent aspect of Breyer's campaign. "They reached a vast audience," reports the Springfield theatreman. "Both children and adults told me they heard the Dick Tracy broadcast, and they came to see the picture." Thus were the campaign's best results produced.

Running the radio tieup a close second were Breyer's tieup with Stillman's, local department store, and the mailing of the post cards to patrons. Involved in the Stillman tieup was a large window display (*see cut*) highlighted by two sets of 11x14s and theatre credits in copy which tied in with the store's Dick Tracy Hats. In one of its ads, Stillman's devoted considerable space to the Dick Tracy Hat and the fact that six were to be given away free on the stage of the Broadway. In another store tieup, Woolworth's carried a counter display on Dick Tracy comic books.

The foregoing were the principal business-builders in Breyer's campaign. But not to be discounted as a factor in drawing attention to the showing were the letters mailed to principals. The virtues of Dick Tracy were emphasized in these missives, and passes were enclosed to be awarded to children who contributed the most to the various salvage drives or who purchased the most war savings stamps. Those whose conduct, in the principals' opinions, were high, also were rewarded.

The Dick Tracy Hats, plus Tracy novels, were given away at the theatre, with a goodly crowd on hand to witness the proceedings and the picture.

How much did all this cost Breyer? We don't actually know, but we'd guess: very little. And there isn't one of the stunts that couldn't be duplicated by a majority of theatremen in average communities. Breyer points out that there were as many adults as children in his audiences to witness "Dick Tracy," thus dispelling any ideas that the picture was exclusively for children.



Here is the Dick Tracy Hat display which Lew Breyer, manager of the Broadway Theatre, Springfield, Mass., promoted from Stillman's department store in connection with the showing of RKO's "Dick Tracy."

Newspaper Tiein Sells 'Tracy' in Cincinnati

To help bolster interest in RKO Radio's "Dick Tracy," the Lyric Theatre, Cincinnati, enlisted the cooperation of the Cincinnati *Times-Star* which runs the Dick Tracy comic strip. In addition to scene mats, press matter and a free display ad, a credit line was carried over the comic strip for a week in advance and during the engagement, calling attention to the picture. The theatre, in turn, ran a trailer and had a sign in the lobby calling attention to the comic feature.

Campaign was arranged with the assistance of Wally Heim, RKO field exploiteer under Terry Turner.

Strikes Serious Note in Exploiting 'Lost Weekend'

In exploiting Paramount's "The Lost Weekend" for the Harrisburg State Theatre, Manager Gerry Wollaston struck both the serious social angle of drinking as well as ballyhoo.

He invited persons interested in the problem of drink to a pre-showing screening by special letter and he took windows in the Penn Book Shop and Green's Books store, whom he got to cooperate with advertising on the book tiein. The State also increased local newspaper and radio budgets, plugging the favorable reports of New York critics, along with space for the National Seagram's ad on drinking.

Book Firm Ties in On 'Saratoga Trunk'

Grosset & Dunlap, Inc., book publishers, are distributing large posters, book slots and other promotional material to book dealers throughout the country as a cooperative effort with local exhibitors who will play Warners' "Saratoga Trunk."

Local representatives of the publishing house are urging dealers to arrange window and interior displays of the book from which the film was made to time with local exhibitions of the film in a mutual promotional effort.

SELLING THE PICTURE

London Showmen Exploit 'Last Chance' a la U. S.

That London exploiteers are achieving the same good box-office results as our own showmanship experts is borne out by a special STR dipatch from London outlining an ingenious campaign organized by Mervyn McPherson, publicity director of the MGM London office, for the English premiere of MGM-International's "The Last Chance." Here is the report:

"MGM's managing director, Sam Eckman, Jr., booked the film—like any important MGM release—to their 3500-seat Empire, the West End's largest cinema. It was a gamble, for despite the brilliance of the picture, the cast is unknown and much dialog is in foreign tongues. No continental film had been shown in any West End cinema larger than the Carlton—a news story in itself.

"Publicist McPherson, like his boss, was greatly struck by the film and started his campaign with a personal letter to the critics, mentioning that he had launched every important MGM release since 1935, and that he sincerely believed this was the most impressive of them all.

"Good play was then made of the film's success in New York and Paris, and the National Board of Review including it among the 10 Best of 1945. This whetted the critics' appetite and they were heralding the film before they saw it.

Holds Film Debate

"Continuing the unconventional, McPherson, instead of holding the usual projection room showing, hired the Palace Theatre and invited UNO delegates, statesmen, politicians, church dignitaries, stage and screen personalities, and leaders of all professions, as well as the critics. At the conclusion of the screening he invited them to join a debate, under the chairmanship of Mr. William Brown, MP, on the film and the problems it raised. Many well-known people, including His Excellency, The Swiss Minister, spoke glowingly of the film's brilliance and political significance, all of which was reported by the news agencies.

"The presentation was followed by a reception attended by many responsible for the film, including Director Leopold Lindtberg and the leading actors, John Hoy and E. G. Morrison, who virtually play themselves, since they both escaped from Italian POW Camps and are still serving soldiers in the ranks they portray in the film. Each provided further copy.

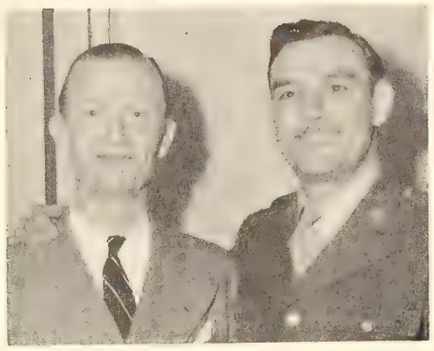
"So much interest was aroused in the film that Paul Holt, critic of the 3,000,000-circulation *Daily Express,* could not wait for the preview, but gained admittance to the trade show and beat the gun with a leading article.

"McPherson's campaign, which was backed with an increased advertising budget, resulted in magnificent advance press and radio notices and reviews and a large public for a film which needs well planned selling."

Warner Stars in Three Magazine Ad Tieups

Joan Leslie and Peggy Knudsen will appear in advertising sponsored by California Authentics, noted apparel firm, through a tieup made by Warner Bros.

Miss Leslie will be featured in a four-color layout crediting her current picture, "Cinderella Jones" and Miss Knudsen will appear in two ads, a single and a double-page layout plugging "Never Say Goodbye." The advertising will appear in national magazines with blowups of the ads to be sent to local stores for window display use.



SMART SHOWMANSHIP. Arthur Turner, manager of the Parsons Theatres in Parsons, Kansas, capitalized on an opportunity for publicity which fell in his lap recently when he discovered that Sgt. Ralph Byrd, starred in PRC's "Desperate Cargo," was stationed at a nearby camp. Since Byrd had finished the film just before going into the army and had not yet seen it Turner combined business with pleasure and invited the sergeant and four of his buddies as his guests for dinner at home and then took them to see the midnight showing of the picture. The Parsons Sun somehow (?) found out about it, sent a photographer and this is the photo that appeared on the front page the following evening. That's Showman Turner on the left.

Institutional Selling Important to Barnes

That smart showmanship is not necessarily confined to exploitation of pictures is evidenced by some institutional selling essayed recently by Charles W. Barnes, Jr., Granada Theatre, Kansas City, Kans.

On the occasion of the 25th anniversary of the Kansas City *Kansan* Barnes made up a smart newspaper ad in which he offered his theatre's congratulations to the newspaper and at the same time took a bow for being the first theatre in town to install the new Voice of the Theatre sound system. Other newspaper ads at about the same time gave as much space to the new sound system as to the attractions he was playing.

Along strictly exploitation lines Barnes came up with a beaut when he played "Yolanda and the Thief" by presenting a real live model in a store window. The model was pretty but when it became known around town that she was not only in the window but was taking a bubble bath there it became necessary to call out the local gendarmerie to maintain order! This, of course, was tied in directly to the bubble bath scene from the picture. Barnes played this up in his newspaper ads about the film, too.

Another selling job performed by Barnes was the tieup he made with Arthur Murray's exhibition dancers who appeared on the stage of the Granada at no cost to the theatre. This was played up in lobby displays, newspaper ads and other channels of publicity.

Sets Potent Tieup

Columbia has landed a potent tieup on "The Bandit of Sherwood Forest" in Indianapolis where the public schools system has agreed to play the "Robin Hood" album of music to 50,000 school children during class or assembly periods. Schools in other key cities are now in process of being lined up on the stunt, providing red-hot advance selling for the forthcoming film.

'Doll Face' Campaign Built Around Perry Como

The value of pre-campaign conferences between theatre managers and their cohorts is not always apparent, but in the case of Loew's Poli in Hartford it sure did pay off. Manager Lou Cohen called the meeting in connection with the opening of "Doll Face," and included three members of his staff, plus three of the Palace Theatre outfit. The value of the meeting rested in the fact that a directional line of attack was achieved from which the whole campaign could be delivered in a unified fashion.

If you will remember, Mr. Perry Como, the bobby-soxers' delight, is featured, along with Vivian Blaine. This was the line decided upon, for Como is admittedly flying high in the esteem of the younger set. Therefore, the whole exploitation scheme sprang from Como.

With such a definite one-way angle to work with the group were able to dream up a campaign that never let up on the theme for a minute and because of this concentration resulted in the public battering down the doors of the Poli (this "battering down the doors" is not meant literally; after all, Cohen does not want his doors battered down.)

It was decided to reach the public through music and a strong show of heralds, so distributed that they reached the girls and boys almost directly via high school entrances, music stores, drug stores and the usual hanging-out places of the jive set.

In the way of tieups the local Victor dealer played a big part, running cooperative ads in the two Hartford papers, plugging Como and "Doll Face." Six music store windows tied in the music from the picture with record displays, while dummy sheet music of the song hits were planted at the Five-and-Dime stores.

The local radio record jockey then chimed in with a contest giving guest tickets to the show to those who could name the crooners singing on a fifteen-minute program. One of these was Como, of course, and the film was tied in through the use of a "Doll Face" number.

The secondary theme of the campaign had to do with beauty shops and jewelry. Here Miss Blaine became a strong factor, with tieups in local beauty salons and Kay's jewelry store. Banners were also carried by six trucks of the local Koppelman trucking company.

'Make Mine Music' Drive Gets Under Way

RKO Radio has made arrangements with Dinah Shore, Nelson Eddy, the Andrews Sisters, Jerry Colonna, Andy Russel, the Kings Men and Benny Goodman's band to feature music from the forthcoming Walt Disney's "Make Mine Music," on their national radio hookups as the opening gun of a campaign which is planned to culminate with the film's New York premiere April 20th. National release is set for August 1.

Tieups have been arranged with leading manufacturers in addition to the musical promotions and other stunts in which emphasis is being placed on the possibility of localized selling conforming with theatre engagements.

Elaborate valentines, announcing the radio music tieups have been mailed to radio and news editors.

SHOWMAN SAM SAYS: Seems to me the exploitation departments are putting over more national tieups than ever before; and this, boys, is all right by me.

Advertised in 66 National Publications

THE FAMOUS **Collier's** ADVENTURE SERIAL NOW A GREAT SCREEN WALLOP! INTRIGUE TO THE BEAT OF THE RHUMBA... AMID THE GLAMOROUS MYSTERY OF MEXICO CITY!



COLUMBIA PICTURES presents

Pat O'BRIEN with Ruth WARRICK in

Perilous Holiday



with ALAN HALE · EDGAR BUCHANAN · AUDREY LONG and EDDIE LeBARON AND HIS CONTINENTAL ORCHESTRA

Screenplay by Roy Chanslor · Based upon the Collier's Magazine serial by Robert Carson

Produced by PHIL L. RYAN · Directed by EDWARD H. GRIFFITH

COLUMBIA'S SILVER ANNIVERSARY 1946

REGIONAL NEWSREEL

COLUMBUS

Building permit was granted last week for construction of the 1150-seat University theatre at a cost of $55,000. The one-story brick structure will be built opposite the Ohio State University campus by Leo Yassenoff of the F. & Y. Building Service. The house will have mechanical air refrigeration and all modern facilities. Terra cotta will be used on the front elevation and will be in scarlet and gray, Ohio State colors. Preliminary site work is underway at both the University and Esquire theatres, the latter another Yassenoff project.

With the warning that the reversion by Ohio municipalities to daylight saving time this year would produce "untold discomfort and commusion," Governor Frank J. Lausche urged cities of the state to remain on Eastern standard time.

Variety Club members and guests have been entertained these past weeks by rehearsals of the local entry in the nationwide barbershop quartet battle to be held in Columbus March 23. Sweet Adeline and other tried-and-true barbershop harmonies give appropriate atmosphere to the clubroms. The contest is sponsored by the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, Inc.

Richard Lytenberg is the new assistant manager of the Broad, succeeding Hugh McNulty, who resigned recently. Lytenberg formerly was employed in theatres in Dayton and Indianapolis.

Martin G. Smith, president of the ITO of Ohio, reports that the association will not send a representative to the Theatre Activities Committee St. Louis meeting.

John Hatcher of the Variety Club writes that he's taking the baths at Hot Springs. John Hardgrove postcards Leo Haenlein from St. Petersburg that the alligators down there would make fine steaks for Leo's new Cook House at the Variety Club. New associate member of Tent No. 2 is Charles G. Schaefer, well-known local tailor.

CLEVELAND

Six-year-old Lynn Norton, youngest of Paramount Salesman Rudy Norton's three daughters, died suddenly this week of an infection, reportedly resulting from a mastoid operation.

Wedding bells rang out last week for Navy Lieut. Frank Belles, son of RKO Salesman Frank Belles, and Jean Tighmy of Flint, Mich. Lieut. Belles is home on a 30-day leave.

Sol Gordon, just back from overseas service with the army, has joined the local Paramount exchange as student booker. David Gaffney has moved from the Universal booking department to the RKO booking department.

The Burton Theatre of Burton, formerly the Opera House, has turned on the lights again after a long period of inactivity. New lessees of the house are V. Guenther and Joseph Janda. At the present time they are operating only on Saturdays and Sundays with a new program each day. If luck favors them they will extend the operating time.

Joe Krenitz, with the local PRC office, had a cable the other day from his son, Lieut. Stanley Krenitz, announcing his safe arrival in Tokyo where he is attached to army intelligence.

Dave Prince, captain of the Ned Depinet Drive, was here over the weekend and conducted a pep meeting of the members of the Cleveland RKO exchange.

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Ed Lurie, Monogram eastern division publicity director, was in town for several days.

Another out-of-town publicity visitor last week was Sid Zins of Columbia. His enthusiasm at the moment is being expended in the interest of "Tars and Spars" and "Sherwood Forest."

The Warner Club is plotting another party to be held March 8 in the Warner Club rooms.

Pfc. Marvin Samuelson of the Marines, former Warner theatre booker, is stationed at Cherry Point, North Carolina where he is convalescing from pneumonia.

Thomas F. Whyte has severed a ten-year association with the Associated Circuit to become affiliated with the Abrams-Witner Drive-In theatre interests operating outdoor theatres in Buffalo, Rochester, Toledo and Chicago. For the past seven years Whyte has been manager of the Garden Theatre. His post has been filled by his assistant, Alton Quayle. Before taking over his new responsibilities Whyte will vacation in Florida for a couple of weeks.

Henry Greenberger, one of the top officials of the Community Circuit and Mrs. Greenberger, are among the latest to join the film colony in Miami Beach.

Instead of taking dictation from Columbia Branch Manager Lester Zucker, Rhoda Kay is now taking it from her brand new son.

Cal Leeder, Film Classics branch manager in Cincinnati was in town to confer with Bob Snyder, local sales representative.

Robert Greer, who survived the Battle of the Bulge as a member of the 75th Division has leased the Memphis Theatre from Paul Bader. Before joining the army more than four years ago, Greer was employed at the Palace Theatre, Akron.

Everett H. Buck is another newcomer into the local exhibition field. He recently leased and will operate the Abby Theatre.

Vincent Fryan, operating the Fryan Film Service. has moved from the third to the sixth floor in the Film Bldg. Fryan Film Service handles both 35-mm. and 16-mm. non-theatrical product.

Jack Lefton has resigned as salesman for Film Classics. He will shortly announce his future plans.

HARRISBURG

The State, on March 20, will present the first "jitterbug" contest in the history of Harrisburg, to be staged as a feature of the Bobby Sox Jamboree, in connection with Red McCarthy's Orchestra and the new picture "Swing Parade of 1946," which is being exploited pirncipally by the competition.

Edgar Goth, Fabian W. and V. publicity and advertising official, returned to his home here after an extended stay in Richmond, Va., attending a conference.

Recent visitors were Metro's Ed Gallner and RKO's Hank Howard, both in town planning campaigns on coming pictures.

Former aide at the Colonial, Dorothy E. Hale became the bride of MM 2/c Ralph E. Keim, at the Balboa Naval Station Chapel, Panama Canal Zone, on January 17. She was succeeded as aide by her sister, Evelyn Hale.

Several theatre employes absent from their work recently, due to illness, were: Loew's Regent's Evelyn Smith, confined to her home with a severe case of chicken pox; Senate Manager Bob Sidman and State Manager Gerry Wollaston, both abed with the grippe.

Loew's Regent's new aide, Rosanna Muto, was formerly employed at the Senate.

Harry Chertcoff, Lancaster, present operator of the Strand and Standard in Steelton, purchased the property at Front St., near Conestoga, Steelton, from Steelton Bank and Trust Co., for $12,000. He plans a 1000-seat theatre at an estimated cost of $150,000.

MILWAUKEE

Alex Perry, recently discharged by the Army, is building a new 350-seat theatre at Powers, Mich. The building, to be completed by early summer of this year, will be 40x100 feet, one story, of cement or cinder block construction.

Wonewoc Theatres, Inc., of Wonewoc, Wis., a new corporation, has been formed by W. F. Fox, Vernie F. Mueller, F. A. Horkan, Carl Herriwig and V. O. Fuller. Two hundred and fifty shares have been authorized at $100 per share. The new corporation's objective: "To construct and operate theatres."

Deft Theatres, Inc., present operators of the Deft Theatre, Munsing, Mich., will construct three new show houses in Upper Michigan. The new theatres will be located at Sault Ste. Marie, Escanaba and Stambaugh, Mich. The one in Escanaba, already planned, is to be 75 by 140 feet, seating capacity of 1,000, while the one at Stambaugh will probably seat 700.

"Scarlet Street" was again rejected by the Milwaukee Motion Picture Commission after a second preview, even after certain portions of the film, which the Commission has deemed unfit previously, had been deleted.

The remodeled Joyce Theatre, owned by A. M. Russell, has been reopened at Bozeman, Mont., with new sound and light equipment. The opening picture was "The Spanish Main," and it will continue on a first-run policy, only "A" films being shown. The show house will run six days a week.

OMAHA

Audio-visual films had an audience of 30,300 during their first year of use in 10 public schools here.

Branch Manager Frank Hannon and Allan

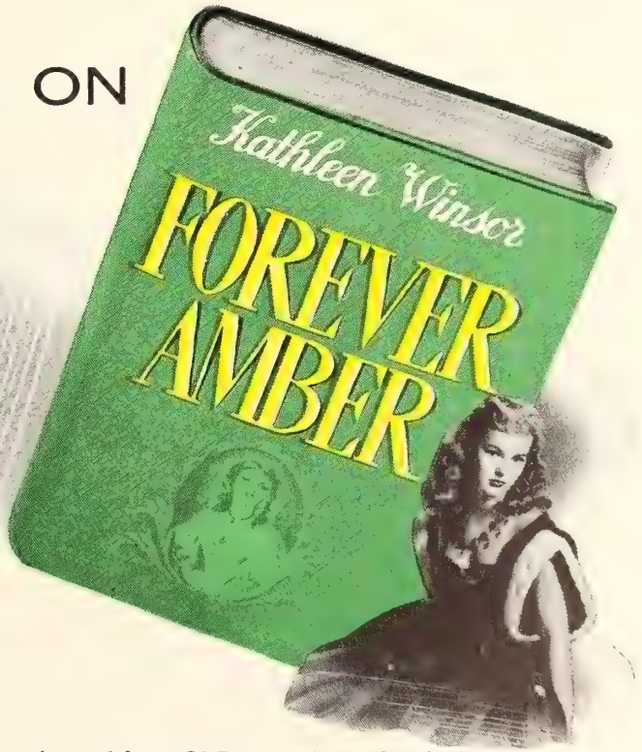
(*Continued on Page* 34)

Screen history....

THIS WEEK–

20TH CENTURY-FOX STARTED

PRODUCTION ON



"Amber"–played by Peggy Cummins, selected from 215 candidates for the role.

Photographed in TECHNICOLOR

Presented by Darryl F. Zanuck • Directed by John M. Stahl • Produced by William Perlberg • Screenplay by Philip Dunne

REGIONAL NEWSREEL

(*Continued from Page 32*)

Kohan, exploiteer, are back from a company conference in Chicago.

Mary Leary has joined United Artists as a stenographer.

Hugh Braly, Paramount district manager from Denver, spent a week in Omaha.

Joe Jacobs, Columbia branch manager who underwent an operation recently, is out of the hospital.

Sol Francis, Monogram district manager, left for a week in Des Moines.

E. J. Browning, Danberry, Ia., exhibitor, was in town and reported the sale of his theatre, the Victory, to D. C. Rockwell of South Sioux City, Neb.

Walter Branson, divisional manager for RKO from New York, was here for a Ned E. Depinet meeting with the local sales force.

Esther Lynn, contract clerk at 20th-Fox, spent the weekend in Grand Island.

Mr. and Mrs. Frank Simek of Ashland will shortly go to Hot Springs, Ark., for a vacation of indefinite length. Their son, Woodrow, will run the theatre in Mr. Simek's absence.

The Ballantyne Company was one of 14 businesses represented here when plans for organization of the Foreign Trade Association of Omaha were made at a meeting with the Chamber of Commerce.

Ben Loptin, Springfield, Neb., exhibitor, opened his bank to the public recently when the entire town celebrated the opening of the community's one savings institution.

E. Schmeidt has announced plans to renovate his theatre, the Lorain, at Armour, S. D., following a fire.

The Ballantyne Company will provide theatre equipment for a new theatre Phil Lannon is planning at West Point, Neb. He already has the Rivolta there and will keep both houses running.

PORTLAND

Eric Johnston Office Field Representative Austin Titus is covering Portland and Seattle exchanges with United Artists' A. J. Sullivan.

Evergreen Hamrick Theatres' Tacoma General Manager Billy Connors congratulated on receiving $100 bond in Jack Benny contest.

MGM Seattle Manager Maury Saffle back from San Francisco conference.

Columbia's exploitation ace, Sammy Siegel, is touring Washington cities.

Third annual convention of PCCITO, with their new and growing membership on the Coast, seems slated to meet in Seattle, late in May or early in June.

A group of Everett, Wash., high school students are directing inquiries to motion picture theatre managers regarding admission prices, with a view to having them reduced for students.

Walt Tibbets, pioneer theatre owner of Portland, was on Seattle Row renewing old acquaintances.

Charles Powers, Jr., son of Charles Powers, 20th Century-Fox Portland manager, has been discharged from the Navy.

Poppers Supply Co. Manager Victor E. Hunt has been visiting key theatres of Oregon.

Booking on Seattle Row: B. C. Johnson, Skykomish; El Keyes, booker for Midstate Theatres, Walla Walla; Charles Geizentanner, Vashon; W. B. McDonald, Olympia; Mel Sohns, Kirkland; Rex and Mrs. Thompson, Port Orchard; Howard Taylor, Sequim; Eldon Pollock and Eddie Snow, Mt. Vernon; W. A. and Mrs. Cochrane, Snoqualmie; Gus Bergstrom, Republic Theatre, Republic; Ross Nelson, Bay Theatre, South Bend.

Gus Graff has started construction work on a new 800-seat theatre at Angel City, on the Seattle-Renton highway.

J. Donald Meyers reported the sale of his half interest in the Liberty, State and Granada theatres, LaGrange, Ore., to J. E. Jones of Roswell, N. M. Francis Greulich of La-Grande, recently released from Army service, retains his half interest in the business, and will work with Tom Blair, formerly of Gallup, N. M., as associate manager.

Organist Frank D. C. Alexander returns to the console of the Liberty Theatre here.

Ralph H. Dunckas has taken over the Lee Theatre in Sprague, Wash., formerly operated by the Flick Circuit.

Lew Kahn, Fox Theatre, Spokane, and Mrs. Kahn, were visiting in Seattle.



VISITORS. Here to establish a wider scope of activity and further coordinate working relations between his company and RKO Pathe, Howard Thomas (right) of Pathe Pictures, Ltd., accompanied by his laboratory manager, Cyril Phillips (left), recently visited RKO Pathe's office with Walton C. Ament. vice-president.

CHICAGO

Theatre owners now find they must go through Police headquarters to employ city policemen to help them guard theatres on weekend shows, and to help stamp out disturbances created by young toughs. According to new Police Commissioner Pendergast, city policemen could not have outside duties without approval from Police headquarters, despite the owners paying these policemen personally for such cooperation.

MGM Exchange's Jerry Jacobson will be married to Ed Graber on March 16.

Warners' District Manager Harry Seed has returned from Detroit business conferences.

According to union executives, Chicago Operators Union members will each contribute $15 to the Red Cross fund.

Manta & Rose Circuit Film Booker Al Raymer was named co-chairman of the Chicago Variety Tent No. 26 by Chief Barker Jack Rose. Eddie Burnell is regular chairman. The Tent will stage "A Night in Reno" at their new Congress Hotel quarters on March 9 proceeds to go to the LaRabida Sanitarium heart fund. Eighteen new members joined the Chicago Tent: Morton C. Chesler, E. Chambless, Ben F. Elrod, Jack Goldberg, M. Lewis Goodkind, Edward Hochstim, Wm. D. Hechler, Martin L. Lyons, Harry Mandel, Ted Reisch, Albert Rafilson, Wynand Van Gelder, Ralph Smitha, Nels O. Swanson, Richard J. Storch, Wm. R. Sokel, Manny Silverman and Paul Schulze, Jr. The Tent mourns the passing of Joseph Kallison, Henry Schoenstadt, Joe Koppel and J. J. Rubens.

Jack Demos, recent Army dischargee, returns to the Trinz circuit as co-manager of the Clark Theatre.

Lt. Bob Trinz is back with the Clark theatre management after 5 years in the Army.

Sgt. Tom Courtney received his Army discharge and returned to the Lubliner theatre circuit.

Oriental Theatre, according to UA plans, on March 14 will present the opening of "The Outlaw," Howard Hughes film, recently passed by Police Censor Board with several cuts. Personal appearance of Jane Russell will be used as exploitation tie-in.

Theatre owners allowing patrons to stand in the aisles and rear of their theatres will soon have both the police and firemen down on them, according to official sources.

Film Classic and Screen Guild Productions Distributor Albert Dezel is in town this week visiting Screen Guild President John J. Jones, to discuss Screen Guild franchise in Ohio, future schedule of that company's releases, and the publicity campaign on "God's Country." Dezel will also confer with George Hirliman of International Theatrical and Television Corp., on plans for Dezel to acquire the Ohio, Michigan franchise of I.T.&T. 16-mm. product.

Allied of Illinois elections put in the following slate: Van Nomikos, vice-president; Richard Salkin, secretary-treasurer; Joseph Sten, Ludwig Sussman, Jack Rose, Charles Nelson, Lou Harrison, Arthur Davidson, Verne Langdon, Sinuel Roberts, Abe Goldstein, George Gollos, John Semadales, Albert Bartelstein, B. Charuhas, Howard Lubliner, Benjamin Banowitz, directors. Allied National President Jack Kirsch was elected state president for three years; Harry Nepo was again appointed sergeant at arms.

TORONTO

Canadian Odeon President Earl Lawson, upon the return of John Davis to British Odeon headquarters in England, called a general conference in Toronto of the circuit's departmental officials for a discussion of early plans. Attending were: Eastern General Manager Clare Appel; Western Supervisor Howard Boothe, Vancouver; Quebec Supervisor, Gordon Dann, Montreal; Headoffice Supervisor, Donald Gauld, Toronto; and District Manager Harry S. Dahn, Hamilton.

Paul L. Nathanson, recently retired from activities in the Canadian film field, has gone to Florida for continued rest on his physician's advice.

Peter M. Bardessono, 63, theatre pioneer of the Northern Ontario mining country, died at Timmins. Arriving in the Northland in 1911 from Hibbing, Minn., he built theatres and hotels in various centers, including cinemas at Timmins, South Porcupine, New Liskeard, Ansonville and Schumacher.

Capt. Norman Walker of London, studio manager for Arthur Rank's producing companies, paid a visit to Toronto on his recent North American tour of inspection, to discuss Toronto studio developments with Frank O'Byrne, manager of the Instructional and Sales Productions Ltd., whose film plant's operation has been restricted because of the non-delivery of laboratory equipment from the

(*Continued on Page 36*)



MEMORIAL. Victor Blanc, vice-commander of Philadelphia Variety Post No. 713 of the American Legion, presents a plaque to Jack Greenberg, Chief Barker of Tent No. 13, in memory of Past Barker D. Benjamin Kresch. Ceremonies took place in Variety Club Rooms of the Bellevue-Stratford Hotel.

There is only one
TECHNICOLOR!

6 out of the first 10
in the Gallup-Photoplay
audience poll of the most
popular pictures of 1945
are in TECHNICOLOR!

7 out of the first 10
in Showmen's Trade Review
exhibitor poll of the best
boxoffice films of 1945
are in TECHNICOLOR!

TECHNICOLOR MOTION PICTURE CORPORATION
HERBERT T. KALMUS, President and General Manager

REGIONAL NEWSREEL

(*Continued from Page* 34)

United States, but is expected to open shortly.

J. L. Hunter of Toronto, former branch manager of Paramount Film Service, had crime incidents at two of his Hamilton, Ont., theatres on successive nights. The Delta was entered but nothing taken as the thieves were scared away. At the Queen, however, the safe containing $210, a revolver and a quantity of tickets was carried off.

Guy Upjohn, head office booker of Famous Players Canadian Corp., Toronto, announces the birth of twins, a boy and girl.

John Allen, Tivoli Theatre proprietor, Throold, presided at the meeting of the Niagara Peninsula Theatre Managers Association, formerly the St. Catherines Association, in the Welland Hotel, Thorold, Ont. Six new members were admitted: W. C. Tyers, Capitol; John Ward, Seneca, and Wilton LaRose, Hollywood, Niagara Falls; Mannie Swadron, Park; Ralph Tiede, Community, and Clarence Jeffries, Capitol, all of Welland.

Strand Theatre Manager Syd Burton, Port Colborne, organized a dinner of the Junior Chamber of Commerce at which 76 members and guests, including Mayor H. Knoll, heard an address on the moving picture industry by Arch H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, from Toronto.

Capitol Theatre Manager W. K. Trudell, London, Ont., staged a cartoon show Saturday morning, which was well attended. Savoy Manager Bob Maynard, Hamilton, featured "Captain Caution" and "Smart Alecks" in a juvenile show which had an early rush due to the offering of door prizes.

T. G. Lewis of Ottawa, who is erecting the Eastview Theatre in Eastview, Ont., has been made a director of the Allied Co-operative Theatres, Toronto buying and booking organization.

Charles L. Querrie, recently installed as a member of the 25-Year Club of Famous Players, put on a special week at the Palace Theatre, Toronto, in commemoration of the 25th anniversary of the theatre and of himself as manager.

BUFFALO

Basil Community Theatres General Manager Basil J. Basil and his wife are spending several weeks in Florida.

Mary Davidson, former owner and operator of the Avon Theatre, Syracuse, died recently.

United Artists Cashier Frances White broke her arm when she fell down the stairs at her home.

Robert Austin, printer of local theatre programs, died of a heart attack on February 26.

Fire swept the lobby and front section of the Colonial Theatre, Albany, shortly after midnight last Friday.

Charles and Russell Tripi are the new operators of the Casino Theatre, Buffalo.

Phelps Theatre, Phelps, was taken over by Francis A. Tate, who also operates the New Wilson, Wilson, and Hilton, Hilton.

Spotted along the Row: Dalton Burgett, Regent Dunkirk and M. Slotnick of the Slotnick Circuit.

Pam-O-Film Exchange has set aside an eight-week period from March 24 through May 18 to celebrate its eighth anniversary as an independent distributor.

LOS ANGELES

The Southern California Theatre Owners Association held their board of directors meeting this week.

Republic welcomed Wanda Emanuel, new biller, to their office. It is her first appearance on the Row.

Fox West Coast's Publicity Director, Seymour Peiser is in New York for the Red Cross drive. Dave Martin is pinch-hitting for him.

MGM Branch Manager L. Wingham of the San Francisco office was in town to confer with Western Sales Manager George Hickey.

Derr B. Neaghley, former shipper at 20th Century-Fox, reenlisted in the Army as a master sergeant. Derr served as lieutenant during the War.

Sophie Smith, secretary to Warner Branch Manager Fred Greenberg, is back after a month's leave of absence spent with her recently discharged Navy husband in his home town, Cincinnati.

PRC's vice-president, Lloyd Lind, was a visitor to the local exchange. He is making a tour of his company's branches.

The Lux Theatre was sold by Miller and Ratson to Louis Torres, a newcomer to the business. Torres formerly was a grocery man.

Visitors to the Row included the Tycs of the Vista, Vista; Judge Pauley, Indio; J. Berger and his father, theatre men from Carpenteria and Camerilla; Pete Simon, Virginia, Bakersfield; Jack Feder, Roxy, Long Beach.

Esther Weinstein is the new bookkeeper-steno at United Artists. Another newcomer to the Row is Larry Moran, ex-service man from 'Frisco, who takes over a booker's desk at MGM.

Ethel Mathieson, Warner bookkeeper, marries ETO veteran Orville Garside next week in a big church wedding. Her groom also served in the Pacific.

Adeline Beitman, of WB's contract department, leaves this week to further her voice studies.

PRC's Syd Lehman announces "How Do You Do" and "Danny Boy" as a double bill at the Orpheum, first run. "I Ring Doorbells" gets its first run there March 19-25.

PCCITO Secretary R. H. Poole is back at his office following a swing Northwest.

L. A. Screen Guild Branch Manager Bill Flemion reports exceptional business on "Northwest Trail" and "Wildfire," first two SG releases. Jack Simpson, manager of the Tracy Theatre, Long Beach, booked SG's horror combo of "Bat Whispers" and "Hidden Corpse" for a week, for which he plans a special exploitation campaign.

Screen Guild President Johnny J. Jones is in Chicago on a business trip.

UA's publicity man, Lew Maren, is in Salt Lake City arranging a "Goofy Hat" contest for "Breakfast in Hollywood," which opens soon.

DENVER

Paul Rothman has taken over the Alpine. John Wolfberg, manager of the Broadway and Mission, will do the buying and booking.

Bill Fitzpatrick, publicist at the Denham, has returned from the service, replacing Margaret Goyette, who handled the job in his absence.

Jack Casey, recently discharged from the Army, has been made manager of the Rio, Helena, Mont., where he will also assist City Manager Dan Driscoll in the remodeling work Fox Intermountain is doing on the Antlers.

Frank Barnes, just out of service, has bought the Elite, Crawford, Neb., from Isabella Strohmeyer.

Derald Hart is recovering nicely at Fitzsimons Hospital, where he was taken suffering from internal hemorrhages.

Frank Naccarate is re-opening the Isis, Trinidad, Colo., a 300-seater.

George W. Thomas, Operator's Union business agent for 25 years and an operator at the Ogden for 29 years, died of a heart ailment.

United Artists Salesman Paul Hull has been moved from Seattle to Denver, replacing Homer Hisey, who moved to the St. Louis exchange.

Frank Boedecker, manager of the Empire, Billing, Mont., is being moved to the Roxy, Missoula, Mont.

Tabor Manager Frank Culp and Mrs. Culp have gone South for a vacation.

Fox Intermountain is remodeling the Capitol, Pocatello, Idaho, for a re-opening as a subsequent house.

Montana District Manager Hall Baetz and his wife had a narrow escape when their car



MILESTONE FETED IN CHICAGO. In connection with the Chicago opening of 20th Century-Fox's "A Walk in the Sun," which he produced and directed, Lewis Milestone was feted in the Empire Room of the Blackstone Hotel. Here he is shown meeting the press and midwest distributors at a luncheon in his honor. Reading clockwise around the table are: Milestone, W. K. Hollander, Tom Gilliam, Jack Lorentz, Harry Lustgarten, Lucian Lemas, Bill Smith, Fred Joyce, Fred Eckhardt, Al Winston, George Ciano, Charles Schooff, Ann Nangel, Henry Murdock and Clark Rodenback.

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slipped off the icy highway near Pocatello.

Rialto Manager Capt. Jack Copeland is in the convalescent ward at Fitzsimons Hospital, after an appendectomy.

Ed Nelson, recently discharged from the Marines, has been spending some time at Fox Intermountain headquarters brushing up on the business. Before entering the service he managed several spots for the company.

Joanna Backes, assistant city manager for Fox Intermountain, Sterling, Colo., and Riney Archbrenner, discharged Marine, were married last week.

Clarence Olson has returned from a sales trip to the Black Hills district, where he closed with Charles Klein of the Black Hills Amusement Co. for the United Artists product.

Former Monogram Salesman Rickard Fulham is now assistant manager to Buzz Biggs at the State.

National Theatre Supply Salesman Joe Stone made a flying trip to Espanola, N. M., on business connected with the buying of the El Cine and Cine Theatres by P. N. Fidell from John C. Wood.

Sam Rosenthal, owner of the Bison, Buffalo, Wyo., was in Denver on his way to Chicago on business.

20th Century-Fox District Manager Charles Walker and Division Manager Herman Wobber were in Denver conferring with Manager Jimmy Dugan.

Seen along the Row: P. K. Johnson, film buyer for Interstate Theatres, Dallas, Texas; Ray Jones, booker; George Tucker, city manager at Albuquerque, N. M.; Claude Graves, El Ray, Albuquerque; Fred Crouse, La Veta, Colo.; Herb Gumper, Center and Ja Jara, Colo.; Tom Knight, Riverton, Wyo.; and Merval Goodrich, Lander, Wyo.



PRESENTATION. Jack Kirsch (right), National Allied president and president of the newly-formed Chicago Cinema Lodge, B'nai B'rith, receives the charter from Henry Monsky, president of the Grand Lodge.

MONTREAL

Edward Wells, major-domo of the Canadian Film Board of Trade, was in town on one of his periodic visits.

Alliance Films has moved "St. Francois d'Assise," the Mexican production, into His Majesty's.

RKO Exploitation Chief, Terry Turner dropped in from Toronto, along with Leo Devany, to get together with the locals on promotion for "Bells of St. Mary's." They expect to put it into a downtown house around Easter.

John Davis, Odeon executive, is expected back sometime next summer. Odeon here will transfer the Kent into a first-run house within the next two weeks. They plan to put British productions in and run them from two to three weeks.

Various exchanges are getting set for the influx of out of town exhibitors, now that roads have cleared somewhat of snow. Very few venture into the city come winter, train service being anything but good with the returning of vets and war brides.

Paramount's publicity director, Win Barron, was in Ottawa for the preview of "Lost Weekend," for the press. The screening took place at the Capitol, with Manager Ray Tubman, acting as co-host.

WASHINGTON

Twentieth Century-Fox played host to official, diplomatic, and military Washington in the Presidential Room of the Statler Hotel, at a combination cocktail party, buffet supper, and screening, on February 26th. The screening included the March of Time subject, "Report on Greece," a newsreel, and a feature picture, "Dragonwyck." Among the high-ranking guests was Admiral Chester W. Nimitz.

Loew's Capitol Theatre Publicist Hank Shields has resigned to take a position with the government.

Warner home office's Neal Coogan, who has spent a good deal of time in the Washington contract department restoring it to its pre-war

(*Continued on Page 38*)

They Have A Date At Your Box-Office—

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JEAN HERSHOLT YOUR OLD FRIEND FROM RIVER'S END

Currently Rated One of Radio's Top Audience Drawing Cards—



IN ONE OF HIS BEST DRAMATIC SCREEN HITS SET TO MUSIC



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Cincinnati, Popular
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Dallas, Astor
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Detroit, Allied
Kansas City, King Enterprises
Los Angeles, Astor
Memphis, Astor-Dallas
Milwaukee, Astor
Minneapolis, Astor
New Haven, Conn. Film
New Orleans, Dixie
Canada, Peerless Films, Ltd.
New York, Astor
Oklahoma City, Astor-Dallas
Philadelphia, Astor
Pittsburgh, Crown
Portland, Star
St. Louis, Capitol
San Francisco, Astor
Seattle, Star Film
Washington, Astor

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personnel strength, has returned to New York.

Sarah Flax Monfried and Hattie Flax Briskman, or the "Flax Girls," as they are known to everyone on Film Row, were given a luncheon and gifts by local exhibitors March 4 on the occasion of their retirement from Republic Pictures.

Wade Skinner, secretary to John J. Payette, general zone manager of Warner Bros., observed an 84 months' anniversary with the firm, 42 months of which were spent on loan to the U. S. Navy.

Variety Club Tent No. 11 will pay tribute to the Ladies of the Ticket Hut at a luncheon at the Willard Hotel on March 11. These ladies manned the Ticket Hut for the distribution of tickets to the men and women of the Armed Forces, from May 18, 1943 to January 1, 1946. Tickets distributed over this period covering every type of amusement activity amounted to 734,442.

Central Theatre Manager Pat Cannon is proud of his son, Billy, who has been selected for the District of Columbia All-High Basketball Team.

ALBANY

Columbia Salesmen Charles Dortic and Si Feld have left for a two weeks' trip through their respective territories.

Visitors along the Row included: Morris Slotnick of Utica; Harry Savett of Waterville; John Rossi of Schroon Lake; David Rosenbaum of Elizabethtown; Dayton LaPointe of Chatham; Frank Wieting of Cobleskill; Mary Flanagan of Chestertown; Clarence Dopp of Johnstown; Grover Woodward of Luzerne and Jerry LaRoque of Warrensburgh.

PRC District Manager Joseph Miller and Branch Manager Jack Armm went to Gloversville to confer with Schine.

Fox District Manager E. X. Callahan is in town.

Henry Frieder of Hudson returned from Gloversville.

Martha Pfister, Universal, secretary to Al Marchetti, has resigned.

Colonial Theatre, Albany, was severely damaged by fire the other night. Damage is estimated at $25,000.

Si Fabian of Fabian Theatres is in town to look over his drive-in theatres.

Sam Rosenblatt officially took over the Family, Watervliet, from Sam Slotnick, on March 4.

Charlie Gordon of the Olympic Theatre, Utica, is in Florida enjoying the sunshine while his daughter, Jane Smith, takes charge at home.

Larry Cowan has returned from Staten Island to take charge of Proctor's Theatre, Troy, and Milton Schosberg is coming to Albany to assume charge of the Grand.

Buffalo Fox Manager Howard Minsky visited the Warner office.

Everett Stutz, manager of the Colonial Theatre, Albany, for the past six years, has retired.

Republic Branch Manager Arthur Newman is chairman of the Red Cross drive for the amusement field in Albany.

PHILADELPHIA

Elmer Risley, rotating manager, has gone into the State Theatre as an assistant manager, replacing William Helman, now on leave of absence.

Ronald Moray has gone into the Orient Theatre as manager, replacing Ray Rendelman, who became a rotating manager in the district run by Warner District Manager Larry Graver.

Maurice Goldberg, recently discharged, will cover the Cadet Theatre, now open weekends only.

Byrd Theatre Manager Jack Feldman is the new proud papa of twin girls.

United Artists exchange's Jeanette Golop is sick with rheumatic fever.

The Motion Picture Operator's Union signed a three-year contract with the major chain theatres. A 10 per cent increase and time and a half after midnight are included in the arrangements.

Warner Theatres Advertising Director Harry Goldberg was in town.

Folks along Vine Street were sorry to hear of the death of the father of John Fisher of the State Board of Censors.

Ben Harris, American Film Co., has acquired "The Prisoner of Zenda," "The Garden of Allah" and "The Adventures of Tom Sawyer" for local distribution.

Joe Quinlivan, son of RKO's William Quinlivan, is out of the service. Prior to going into uniform, Joe was with Warners' poster department.

Twentieth Century-Fox's Family Club put on a welcome party last Friday night at the Coronet Cafe for Division Manager C. E. Peppiatt.

Local exchange union representatives have been meeting with exchange managers regarding the new wage scale for service employes.

Ray Monroe is the new manager at the Diamond, replacing Harold Brason.

United Artists Representative David Polland has been in town working on "Whistle Stop," which is playing at the Earle Theatre.

PRC is preparing to move to its new location at 1235 Vine St.

Gertrude Pressman, secretary to Monogram's Exchange Manager Al Davis, is leaving to marry Leon Dobkin March 24.

The Motion Picture Associate dinner for C. E. Peppiatt, Bill Humphries and Sam Diamond brought a flood of exhibitors from out of town. Among the many visitors were: Morris Oppenheimer and Max Abrams, Shenandoah; "Doc" Weller, Athens; Harvey English, New York State; a delegation from Fox's Washington exchange, including, Glen Norris, Fred Murphy, Jack Klein, Ira Sichelman, John J. O'Leary and Nat Rosen; and the William Kuppers, junior and senior, and William Clark, from New York.

BOSTON

Monogram's "Black Market Babies," which is receiving wide publicity here, comes to Boston at a time when the newspapers are featuring surprisingly similar cases.

Ernie and Eddie Comi of the Massachusetts Theatres Equipment Company have opened their new stores which will handle Century projectors and Altec Service Engineering facilities.

M&P Manager Frank Soloman of the Franklin Park is due out of the hospital and back to work soon.

RKO Boston Theatre Manager Ben Domingo is working for the good neighbor policy and a better box-office take via a successful rhumba contest.

United Artists District Manager Clayton Eastman has returned from a recent visit to his family in Albany.

Loew's northeastern Division Manager Charles E. Kurtzman, chairman of the Suffolk County Chapter of the infantile paralysis drive, is proud of the fact that Loew's State and Orpheum theatres collected more than $29,000 this year.

Twentieth-Fox Manager Jim Connoly has a redecorating and remodeling plan in store for the Boston offices.

Universal Sales Manager Arthur Greenfield has announced his marriage to Irma Stelzer of Yonkers, N. Y.

The Criterion Theatre, Roxbury Crossing, was the scene of a three-alarm fire the night of Feb. 26. The fire broke out shortly before midnight and luckily no one was in the theatre at the time. Theatre Manager John Buckley locked up after the last show at 10:45 and noticed nothing amiss at that time. Patrolman John Hughes discovered the fire, but before the equipment arrived the windows were blown out by an undetermined blast.

INDIANAPOLIS

The threat of censorship in Indiana is serious, not mere gossip, the Associated Theatre Owners of Indiana seem to think, as fear of the aroused action of censorminded groups in the state was said to be behind a protest the association sent Eric Johnston. The letter protested the recent "undesirable publicity" about a Hollywood stylist's forecast that some women's evening gowns would provide for "complete exposure" from the waist up and also protested to the head of the MPA the filming of "Forever Amber."

The Alliance Theatre Corp., has purchased the Paramount Theatre and building in Anderson, Ind., from the estate of I. R. Holycross, of Indianapolis, for a sum of $600,000. Alliance now has 73 houses in the circuit, with three in Anderson, the newly-purchased Paramount, the State and the Times.

Joe Armentrout has returned to his former position as manager of the Vogue Theatre, Indianapolis, bringing with him Mrs. Armentrout, formerly of Dennoston, Ala.

Republic exchange's assistant shipper, Charles Acton, has been promoted to the front office



HERO RETURNS. Lt. Len S. Gruenberg is welcomed back to Salt Lake City where he will resume duties as Rocky Mountain district manager for RKO Radio. On hand to greet him are Giff Davison branch manager, Bob Hoese and Larry Boyce, salesmen, and Frank Winsor, field man.

REGIONAL NEWSREEL

as assistant cashier and booker.

Marcus Enterprises Manager Rex Carr was in Cincinnati on business during the week.

Republic Manager Edwin H. Braur left for Chicago to confer with Republic Vice-President J. R. Grainger, who is en route to the West Coast.

Dave Prince, captain of the Ned E. Depinet Drive, delivered a pep talk to RKO salesmen and bookers here. Accompanying him was Eastern Division Manager Nat Levy and District Manager Bernie Kranze.

Carl Kemp has joined the sales division of PRC and will work the southern territroy.

Howard DeTamble, formerly of the 20th-Fox branch in Chicago, is studying exchange operations at the local branch under the supervision of the international department in preparation for overseas service.

Roy Bailes is preparing to open a 300-seat house in Elwood. The opening is planned within the next 30 days. Until recently, Bailes operated a theatre in Windfall.

Warner Bros. Exchange Manager Claude McKean has gone to Pittsburgh to attend a meeting of branch managers.

DES MOINES

Betty Hensler, manager of the Uptown Theatre in Des Moines, has been elected president of the Uptown Business Association which is composed of all business owners and operators in the suburban district.

Julian King of Des Moines has purchased the franchise for Screen Guild Productions for the Des Moines, Kansas City and Omaha territory. It will be called the Screen Guild Productions, Inc., of the Midwest.

Norman Holt, former Warner office manager and recently discharged from the service, has been named assistant booker for the same company. He replaces Joe Anchor who resigned to accept a position in New Mexico.

Patricia Ahrold, new to the film business, has been named office manager and booker for PRC at Des Moines. She replaces Mrs. William Fultz who has moved to Milwaukee.

A. F. LaFrance, who has operated a theatre at Ute, Ia., for the past 28 years, has sold his 300-seat house to A. W. Mahoney.

The Des Moines tent of the Variety Club will send Chief Barker G. Ralph Branton and Chief Barker Emeritus A. H. Blank to the national conclave at New York as delegates. Alternates selected were Harry M. Warren, Nathan Sandler and Harold McKinney.

E. M. Garbett has purchased an interest in the Pastime Theatre at Maquoketa, Ia., which is owned by Stuart Peake.

Des Moines Film Row was saddened by the death of Mrs. Esther Brotman, 46, of Rock Island, wife of Barney Brotman, who operates theatres at Rock Island and Moline, Ill., and is a member of the Des Moines Variety Club.

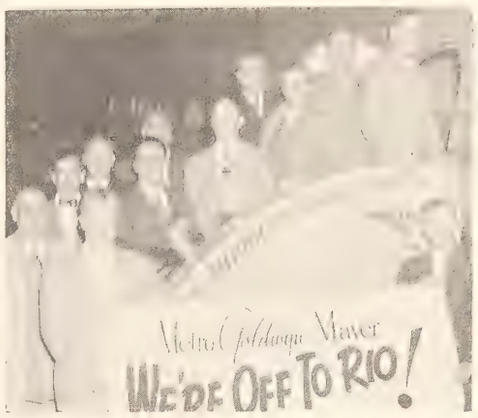
Morris Burckhalter, head shipper at the Columbia exchange at Des Moines, died unexpectedly. Lake Tilton has taken over his duties temporarily.

Ames Theatre Co. Manager Joe Gerbrach, of Ames, Ia., has been named chairman of the Ames Chamber of Commerce publicity and advertising committee.

VANCOUVER

Ross Beesley of Associated Screen News visited Penticlon, B. C., to film the activities of "Teen Town" for the newsreels. "Teen Town" has been organized for some time and is the topic in British Columbia as an aid to reduce juvenile delinquency.

Paramount's Marguerete Johnson was married to Ivan Simmons, just returned from overseas. She returns to Paramount after a honeymoon spent in Victoria, V. I.



OFF TO RIO. Twelve MGM branch managers, winners in MGM's "On to Rio" contest for general office efficiency, board an airliner on the first lap of their trip to South America. Holding the banner are (left) Gerald McGlynn and Saal Gottlieb. Others in photo (up the steps) are Jacques C. Reville, John S. Allen, Frank C. Hensler, Lou Formato, Sam Gardner, Benn Rosenwald, Jack Sogg, Harry Rosenblatt, J. C. Briant and Herman Kipps.

Wet and stormy weather held the current week's averages down.

Romeo Rinaldi, who used to operate the theatres at Blairmore and Coleman, in the Crows Nest Pass district of Alberta, has taken over the Rio, Trail, B. C. The Rio has been under lease to Gene Soritino for the past four years. Rinaldi owns the building, situated in East Trail. Famous Players and Odeon are opposition.

Former Odeon Circuit British Columbia District Manager David Griesdorf, who resigned recently to join Producer's Releasing Corp., in Toronto, as general sales manager for Canada, has been appointed a director and vice-president of PRC.

Canadian Picture Pioneers held their annual meeting at Hotel Vancouver, Feb. 27. Eight new members were installed in the B. C. branch: Ivan Ackery, Orpheum; James McAllister, Rio, Victoria; Earl Hayter and Marvin Thoreau, Odeon head office; John Johnstone, Filmart; Orville Soole, Music Box, Vancouver; Charlie Ramage, Regal Films; and Baden Parsons of Woodfibre. Officers elected were: W. P. Dewees, president; Robert Foster of Orpheum, vice-president; Bill Jones of RKO, secretary. Jack Droy was elected to the membership committee. B. C. now has forty-two members.

W. N. Trout is planning a new theatre at Hope, B. C. The building, apart from furnishings and equipment, will cost $15,000. The only theatre at present is a 16-mm. spot operated by the Lions Club. Hope is 100 miles from Vancouver on the Trans-Canada Highway, a lumber and fruit center.

ATLANTA

William L. Brady has been appointed southeastern district manager of the newly-created 16-mm. division of the Southeastern Theatre Equipment Co., announces Jack B. Dumestre, Jr., general manager. Brady formerly managed the Paramount Theatre and until recently was public relations director of the Atlanta *Journal*.

PRC Franchise Holders Ike and Harry Katz, visiting New York, sent imported cravats and nylon hose to male and female friends of the press back home.

Stevens Pictures President Ed Stevens is back home after business trips to New York and the coast.

Joe Reid, former manager of the Plaza Theatre, returned to his old post after three years in the ETO with the Ninth Air Force.

UA Salesman Francis Rudolph is up and about after his serious illness.

Mr. and Mrs. A. C. Cowles, connected with Film Row for over 25 years, were informed that their son, Alvin, Jr., was killed in a B-25 crash during a test flight in California.

Mrs. L. Bach, of the Bach Theatres Circuit, and Mr. and Mrs. Jack B. Dumestre, Jr., were in New Orleans for the Mardi Gras. Dumestre is a native of the Crescent City.

J. E. Stillman, who opened the Gem Theatre in Franklin, Tenn., recently, expects to open another house in Columbia, Tenn., this month.

Sam L. Kennedy, formerly connected with several theatres here, has recovered from illness and expects to get back into harness.

Val Griffin, secretary to the Paramount public relations department, is resigning.

Film Row visitors: William Dowler, Jr., of Dowler Theatres, Chattanooga, Tenn., recently out of the Navy; Dennis W. Ramsey, Rosehill Theatre, Rosehill, N. C.; Fuber Mincey, Tos Circuit, Claxton, Ga.; Branson Jones, Royston Theatre, Royston, Ga.; E. D. Martin, Martin Theatres, Columbus, Ga.; Mike Hogan, formerly with UA here, now with the Pittsburgh brangh; Carl Gentzel, MGM auditor; J. C. Henry, recently discharged from the Army, who expects to resume his duties with the Army Motion Picture Service.

United Artists notes: A. C. Cowles, office manager, resigned to enter the real estate business, being succeeded by Frank Jene, former office manager at Warners. Bill Hames has been appointed UA special representative. Publicist Ben Hill is in town to plug "The Outlaw."

Columbia Pictures' Sol Kauffman and Warner Bros.' I. F. Dolid are meeting with representatives of the IATSE B-Local of Atlanta, Charlotte and New Orleans.

PITTSBURGH

The new Jordan Theatre, Greenville, Pa., owned and constructed by Blatt Bros. Circuit, which operates 19 theatres in this territroy, opened on March 4. Following the formal opening, a reception was held at Schuster's Hotel in Greenville, for a large number of theatre and film executives. The new house seats 1200 and is named after the first serviceman in the town who gave his life in World War II.

Norman Huhn, local exhibitor, who operates the Grandview Theatre here, is confined to the Eye and Ear Hospital with a serious sinus condition.

The Lincoln Theatre, Warwood, W. Va., has

(*Continued on Page* 40)



Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

REGIONAL NEWSREEL

(*Continued from Page* 39)

been sold to Lou Padoff, who also operates the Roxy, Natrona, Pa., by Joseph Mercer, veteran exhibitor.

Harry Brown, who for more than 25 years managed the only legitimate theatre in Pittsburgh, the Nixon, passed away in Shadyside Hospital last Monday after suffering a heart attack.

F. E. McClellan, head of the Ideal Amusement Company, announces the construction of a modern 500-seat theatre in Juanita, Pa., to replace the old Juanita. The house will be ready for opening about April 1.

A two-day regional sales meeting, to spark Warner Bros., 1946 sales drive, was held this week in the William Penn Hotel, for all branch managers and field public relations men in Charles Rich's central and Robert Smeltzer's mid-Atlantic districts. Eastern Division Sales Manager Jules Lapidus presided, with Short Subject Sales Manager Norman H. Moray, captain of the drive, addressing the session.

MGM Sales Representative Irving Jacobs announces the arrival of a baby daughter to he and Mrs. Jacobs this week at the Montefiore Hospital.

James H. Alexander, former veteran independent film distributor, has assumed the newly created position of business manager and field representative for the AMPTO of Western Pennsylvania. Alexander previously was part owner of Republic Pictures franchise in Western Pennsylvania and West Virginia; after that he was business manager for Pennsylvania Enterprisse. At the AMPTO of Western Pennsylvania meeting, Tuesday, at the William enn, Alexander outlined Allied's program for 1946.

Michael Manos, exhibitor and circuit operator, announces the addition of a new link to the Monessen Amusement Co., chain of theaters. He plans to construct a 1600-seat house, costing about $300,000, in New Castle, Pa.

Variety Club Tent No. 1 moved its new crew, consisting of Chief Barker M. A. Silver, Warner Bros. zone manager; First Assistant Barker Pete Dana, Universal Film Exchange branch manager; Second Chief Barker Cliff Daniel, Radio Station WCAE manager; Dough Guy Mike Shapiro and Property Master Al Weiblinger, of the Philadelphia Co., into their respective offices the past month. New members welcomed were: Adolph O. Frey, Louis Kaufman, Hymen Goldberg, John M. McKibbin, Maurice A. Markley, Richard A. Raese, Hymen M. Wheeler, Kenneth P. Dietrich, Fred E. Baxter, Alvin P. Marsico, William R. Kelley, Herman Middleman and Frank R. Smith.

NEW YORK

Look for a possible arbitration case between the Avon and the Paradise theatres of Brooklyn. Paradise has been playing behind Avon for years, but construction of newer houses put the Avon back on the playing time and has finally pushed Paradise farther back than the owner thinks he ought to be.

Monogram Manager Nat Furst and his wife were at Lakewood last weekend.

Big social event of the period: the 20th Century-Fox Carnival Club supper dance which started at 7:30 p.m. and ran on. The club throws these shindigs at regular periods and invites the members of the New York exchange club. Harry Reinhardt did the job of arrangements for the house on 56th Street while Joseph P. Burke of the exchange, assisted by Lillian Gordon, handled the reservations for the exchange crowd.

The Henry Hecht circuit and the Doc Brown theatres have dropped out of the Independent Theatre Owners of New Jersey and reportedly will do their own booking and buying henceforth.

John Dacy is back at RKO after an eight-week illness.

Clifford Smith of the St. Cloud outfit is off to Florida to get a coat of tan and whittle down his bankroll. Herb Nolan of the same outfit was out for a rest this week but he didn't say if it was Florida too.

Over at 20th Century-Fox Herman Rieper is back after an operation kept him out for several weeks. Morris Metz is recuperating from an operation.

And Mrs. Carmen Edwards, secretary to 20th Century-Fox Exchange Manager Raymond E. Moon, is vacationing. Margaret Gwin of the office staff there bucked the train crowds to Washington, D. C., last week to visit her mother.

The Fox outfit is going into its "March of Time" billing contest which, when it works out, means some nice bonuses for most of the staff.

Business must be good these days. Harry Lavine and Mack Meltzer of Independent Theatres were lunching in the Hunting Room of the Astor along with Etta Segall of Monogram.

Ted Krassner, formerly with Erskine and Cinema Circuit and more recently with the Army, is a civilian again and has joined the Doc Brown circuit.

Over at Columbia, Office Manager Edward Helouis was expected back after a bout with the sick bed while Jules Rieff, special auditor, was adding up and examining figures again after two weeks of rest.

Maurice Broskie of the State Theatre, West Orange, N. J., is said to be better again after a six weeks' illness.

Capt. Bob Cummings, one-time office worker with MGM here and later booker for Leo in Cincinnati, is out of uniform now. Cummings, who fought with Patton and was wounded, plans to visit the coast.

Vincent Trotta was last week unanimously elected chairman of the AMPA nominating committee, which consists of Rutgers Neilson, Leon J. Bamberger, Blanche Livingston, Herman Schleier, Bob Wile and Chester Friedman, with Evelyn Koleman and Harry Blair as alternates.

C. J. Latta, Albany zone manager for Warner Theatres, rushed into New York for a weekend; also visiting the Warner New York offices was Lester Krieger, assistant to Philadelphia Zone Manager Ted Schlanger.

The MGM family is in quite a traveling mood with William R. (Billy) Ferguson hopping off to Miami, with a stopover at Savannah, Ga., where he picked up Mrs. Ferguson. Charles K. Stern, assistant treasurer of Loew's, Inc., and William G. Brenner, exchange operations and maintenance head, got back from visits to San Francisco, Los Angeles and Salt Lake City. Edward K. O'Shea, eastern MGM sales manager, is back in New York after attending his brother-in-law's funeral at Buffalo.

Nyman Kessler, supervisor and advertising manager of the Leo Brecher's Odeon, Renaissance and Roosevelt theatres, this week celebrated his 16th anniversary with the circuit. The veteran, who has been in show business for 24 years, started as manager of the Douglas in 1930 and was appointed to his present position in 1943.

Miss Ruth Shain, recently resigned from the industry's War Activities Committee, after two years' service, has joined the staff of United Productions of America as assistant to Max E. Youngstein, director of advertising and sales.

On Saturday (March 9) the third of the Warner regional meetings will be conducted by Jules Lapidus at the home office in New York, with Ben Kalmenson, Norman Moray, Mort Blumenstock, and other home office executives attending. This session will be for Norman Ayers' eastern district, including branch managers Clarence Eiseman, New York; Carl Goe, New Haven; Al Herman, Buffalo; George W. Horan, Boston, and R. S. Smith, Albany, and field men Herbert S. Pickman, Art Moger, Dick Stephens and Earl Evans.

Dave Bader, formerly 20th Century-Fox trade press contact, is editor of the *Reporter,* new weekly which covers the 16-mm. field. Douglas Taussig is business manager.

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

Roving Regionals

BALTIMORE—Variety Club Tent No. 19, at their general meeting Feb. 20 at the Club headquarters, planned a testimonial banquet for outgoing Chief Barker Frank Durkee, to be held at the Belvedere Hotel, April 2. Chief Barker William K. Saxton appointed Lauritz Garmand, chairman of the banquet committee. At the meeting the following new members were admitted: Maurice Azrael, Judd Whiting, Jr., Robert (Jake) Embry, Harold Burke, Pel Schmidt, Robert Sindall, Louis Kossove, Louis Yarmelovitz and David Schwartz. Club members can now be served meals at the headquarters. Edward Dixon, who served as a chef at the White House, for a year, for the late President Roosevelt, has been acquired.

NEW ORLEANS—A new 1200 seat house on Freret and Valence Sts., and a new theatre to occupy the site of the presetn Crown, were announced here this week by Henry Lazarus Theatres Inc., who operate the Center, on Canal St., the Coliseum, Crown and the Cinema. Both houses will be built on plans of Architects Jack Cogan and August Perez. The Crown construction, which will be larger than the old house, will also include an all-night confectionery.

BURLINGTON, N. C.—The Lincoln Colored Theatre here has been purchased by Max Zager, Greensboro, N. C., from E. C. Qualls. The theatre will be closed for remodeling and open at an early date as the Ace. A new colored theatre seating 500, to be erected in Greensboro, is also planned by Zager.

MEMPHIS—James F. Thames, released from the Army, after serving in the Pacific campaign at Guadalcanal, New Guinea, Australia, Okinawa, Saipan and the Philippines, has been assigned as MGM exploitation representative in this territory with headquarters at the local branch office.

DETROIT—Edward Hochstim, former salesman, has been named Columbia exchange manager here to succeed Joseph Gins, resigned. Hochstim came to Columbia in 1935 as an Albany salesman and transferred to Chicago last year.

ST. LOUIS

It was golf and tennis versus labor and amusements in St. Louis this week as the legislation committee of the St. Louis Board of Aldermen tok under advisement an ordinance which would establish daylight saving time in this city. The bill would turn the clocks one hour ahead from the last Sunday in April to the last Sunday in October. Sportsmen and some business men want it; amusements and working men don't.

"The Harvey Girls" went into another week at Loew's State with the Atchinson, Topeka and Santa Fe taking daily space to plug the film. Another record breaker: "The Bells of St. Mary's" which enters its fourth week at F&M's Ambassador.

The St. Louis Variety Club will give a dinner-dance in the Club Caprice, Coronado Hotel,

(*Continued on Page* 41)

SHORT SUBJECT REVIEWS

The Forest Commandos *(Excellent)*

WB (2002) Technicolor Special 20 mins.

In documentary form this exciting picturization of Canada's famous bush pilots in action and Ontario's never-ending fight against forest fires provides 20 thrilling minutes of entertainment for any type of audience. Highlighted by beautiful views of Canada's scenic splendor the film shows how incipient fires are spotted by observers in towers located throughout the territory on strategic heights and how, when a fire is spotted, the information is relayed to a central location where pumps and other fire-fighting equipment and plenty of manpower are loaded on planes piloted by the push-pilot fraternity and flown to the vicinity of the flames. Awesome views of the ravaging fire are shown from the air as is the technique used in fighting the flames. "The Forest Commandos" was filmed in Technicolor with the cooperation of the Forest Protection Service of the Department of Lands and Forests, Province of Ontario, Canada. It is thrilling entertainment.

Quarter Horses *(Good)*

RKO (64,307) Sportscope 8 mins.

The "quarter horse" of the southwest cattle country differs from his thoroughbred racing counterpart in that he has been bred for work on the range. His training fits him for the quick start and early stamina necessary for the short distance racing in which this type of horse is entered. The short shows various starts and races and shows the same race horses working on the range, "cutting out" cattle for branding or driving to market, etc. Sports fans and others will be interested in this little known (at least in the east) sport.

Report on Japan *(Interesting)*

RKO (63104) This Is America 19 mins.

With all Americans interested in the Japan of today and in the reaction of the Japanese people to their military defeat, the newest This Is America is timely and informative. It shows some of the customs of the people and is highlighted by a scene inside the Imperial Diet Palace, the Japanese Parliamentary building, at which the Emperor reads his rescript denying his divinity and explaining in simpler words that he is just another Japanese—not a God. Other scenes and the commentary point out that the life of Japan has been set on a straight road by General Douglas MacArthur. "Report on Japan" shows, too, the ruins of the great cities of that country by air bombings and the waste of Hiroshima made by the atomic bomb, and indicates the terrific struggle ahead for the Japanese before they can hope to again take their place in the councils of the nations of the earth. This is well worth presenting to any type of theatre audience. It will be appreciated.



BON VOYAGE. Lou Kalker (right), newly appointed British and European representative for PRC Pictures, says goodbye to President Harry H. Thomas in the latter's office before sailing to England, where he will make his headquarters.

Mermaid's Paradise *(Good)*

Columbia (7804) Sports Reel 9½ mins.

Some beautiful underwater photography, exciting diving and swimming sequences highlight this entertaining presentation of water sports, narrated by Bill Stern. While not too much of a variation of previously filmed subjects of similar nature Stern's commentary gives it an extra touch of comedy at times.

Krakatoa *(Amusing)*

20th Century-Fox (6508)
Mighty Mouse Terrytoon 7 mins.

In a tropical paradise the inhabitants of Krakatoa enjoy life until a volcano on their island erupts, threatening all with extinction. Mighty Mouse is informed of the impending tragedy by seismograph and hastens to the rescue, transporting the inhabitants through the air with the greatest of ease to another island in the vicinity where he is treated with adulation by the now happy islanders—mostly female.

Talking Magpies *(Good)*

20th Century-Fox (6509) Terrytoon 7 mins.

A duel of wits between the farmer and a pair of magpies looking for living quarters results in the long-suffering farmer blowing his top and setting out with the assistance of the dog and a shot-gun determined to wipe out all magpies. The chase and battle lead across the landscape with the magpies finally settled in the farmer's own quarters and the farmer and dog on the wrong end of an automobile crash. In Technicolor.

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, March 9)

MOVIETONE (Vol. 28, No. 54)—Hirohito startles his subjects; President Truman's food committee; Houses for veterans; Truman asks to support Red Cross; Brilliant fireworks display provided by surplus ammunition; Baseball training and ski jumping.

NEWS OF THE DAY (Vol. 17, No. 252)—Hirohito sheds his "divinity"; Hoover backs Truman fight to aid starving overseas; Good news for war veterans as housing project opens; War surplus blown up; Mickey Rooney home; Winter Carnival in St. Paul; Brooklyn Dodgers in spring training at Daytona Beach.

PARAMOUNT (No. 55)—Hirohito meets the people; President calls meeting on food crisis; Barnyard pent house; UNO's gravest test; National League gets fit.

RKO PATHE (Vol. 17, No. 57)—President calls meeting on food crisis; Jap Emperor unbends on visit to people; New York opens emergency homes for veterans; Fun and prices hit new high in Florida; Find child and nurse in kidnapping; Navy shows first hobby station; New Red Cross Drive opened by President Truman.

UNIVERSAL (Vol. 19, No. 482)—Hirohito mixes with his people; Nation urged to eat less in food crisis; New Orleans celebrates Mardi Gras; President Truman asks aid for Red Cross; Pan-American generals see U. S. Army Show; Veterans get houses; Dodgers in Spring training.

(Released Wednesday, March 6)

MOVIETONE (Vol. 28, No. 53)—Chiang Kai-Shek hailed in Shanghai; Mrs. Roosevelt confers with President Truman; Winston Churchill receives degree in Miami; Tournalayer builds houses in 24 hours; New fashions for Spring; Lew Lehr in Florida; Roller skating at New York's Madison Square Garden; Chicago sees classic in wrestling.

NEWS OF THE DAY (Vol. 17, No. 251)—General Homma doomed to die; Churchill reveals success secret; Vandenberg reports on Russia and UNO; China hails General Chiang; First horses shipped overseas from Newport News to work European farms; Mama Hippo in Illinois Zoo gives birth to sixth offspring; Science sets hat fashions.

PARAMOUNT (No. 54)—One million old tires go up in smoke; Chiang Kai-Shek returns to Shanghai; Mrs. Roosevelt reports on UNO; Churchill gets honorary degree; Help for homeless in housing crisis; Death claims Jap war criminals; It must be Spring in Illinois Zoo.

RKO PATHE (Vol. 17, No. 56)—General Homma sentenced to die; UNO begins move to Hunter College; Giant machine lays new homes like magic; Fast Army plane is new airliner; Shanghai hails Chiang Kai-Shek; Churchill gets honorary degree; GIs go skiing in Japan.

UNIVERSAL (Vol. 19, No. 481)—Urges firm foreign policy; China hails war leaders; Novel machine builds houses; Troops go skiing in Japan; Who's Who in the Zoo; Rhythm on roller-skates.

ALL-AMERICAN (Vol. 4, No. 176)—Taxi drivers take grievances to Washington; Personality in the news; Harlem kids conduct news events broadcast in school; Lady Barker of Baltimore; Billiard owners convene in Chicago, with notable guests; Joe Louis keeps fit on Los Angeles golf course; Lollypop assumes the role of financial wizard.

Regional Newsreel

(*Continued from Page* 40)

March 21. Proceeds will go to the club's heart fund charity.

Construction of Lee Morton's new theatre in Kewanee, Ill., is nearing completion and will be ready for its opening at an early date. Morton also has the Grand in Sullivan, Ill.

A number of war veterans have returned to their jobs with National Screen Service Corp., St. Louis office, including: John Lane, head of the poster department, William Chos, Roy Anderson, John Masterson, Dick Kleiges, Kenneth Wagner and Bill Thomas. All but Anderson are in the poster department, he is in the film service department. Anderson and Masterson were awarded Purple Hearts.

Out-of-town exhibitors seen along Film Row: Herschel Eichorn, Roxy, Mounds, Ill.; Earl Daniver, Kennett, Mo.; Dean Davis, West Plains, Mo.; Mrs. Fred Young, Norton Theatre, Masccoutah, Ill.; Mrs. Edith Brands, Grafton, Grafton, Ill.; Lee Norton, Sullivan, Ill.; and Oscar Turner, Harrisburg, Ill.

MGM Exploiteer Irv Waterstreet has gone to Columbia, Mo., to lay out the publicity and advertising campaign for MGM's "Adventure" at the Missouri Theatre.

Columbia Pictures Manager C. D. Hill spent three days in Springfield, Ill., last week conferring with officials of the Kerasotes Bros. and Frisina Amusement Co., circuits.

Glenn Carroll, formerly with the Fox Midwest circuit in Belleville, Ill., has succeeded B. F. Adcock as the circuit's city manager. Adcock has been transferred to Dodge City.

Clyde and Dale Miner, recent dischargees, have purchased the Strand Theatre, Ridgeway, Ill., from James W. Karber. The brothers plan to erect a new house in that city during the coming summer.

Fox Midwest Circuit will reopen the Rex Theatre, West Frankfort, Ill., about April 1. When the structure is remodeled the Rex will seat 500. The circuit also has the State and Strand in the same town.

A. E. Jarboe plans to spend $50,000 in the construction of a new theatre in Cameron, Mo., where he now operates the Ritz. The new house will be a 500-seater.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

CHECK-UP ON PRODUCT IN WORK

Paramount, Republic, RKO, 20th-Fox, MGM Currently Tops in Production Pace; Roach $5 Million Budget Covers 12 Features; Autry Western to Start in April

PARAMOUNT Continues Fast Production Pace; New Crosby Starrer Ready to Roll—This studio is maintaining an excellent production schedule, with three films before the cameras and several set to go next week. "O.S.S." "The Perils of Pauline" and "Suddenly It's Spring" are all shooting. "The Perfect Marriage," Loretta Young-David Niven starrer, ended this week and "Danger Street," Pine-Thomas Production featuring Jane Withers and Robert Lowery, is completed and goes into editing.

Good news for box-office is the Bing Crosby vehicle, "Welcome Stranger," which is scheduled to roll Monday. The end of next week should see "Where There's Life" also shooting, with Bob Hope starred. Paul Jones produces and Sidney Lanfield directs. Another imminent starter is the next Pine-Thomas picture, "Seven Were Saved."

This week found Paulette Goddard and Fred MacMurray acting in a waterfront sequence for "Suddenly It's Spring." Claude Binyon produces.

* * *

MONOGRAM Gets Back on Its Production Feet; Shooting Proceeds on Several Films—This lot made a comeback this week after several weeks of complete production inactivity. Jeffrey Bernerd's exploitation picture, "Don't Gamble with Strangers," started Monday, as did the latest Johnny Back Brown, "The Fighting Texan." "High School Scandals," second Teen-Age release, was also set for a start this week.

"Don't Gamble" features Kane Richmond, Bernadene Hayes, Peter Cookson and Phil Van Zandt. William Beaudine is directing. Johnny Mack Brown has his reliable sidekick, Raymond Hatton, working in "The Fighting Texan," and also Monogram's latest cowgirl find, Reno Blair. Lambert Hillyer directs, with Scott R. Dunlap producing.

Having three films before the lensmen is a splendid record for a studio of Monogram's capacities and compares very favorably with lots much larger. In addition, a number of pictures are to start during the current month.

* * *

INTERNATIONAL Sets Its Final RKO Release, Clarifies Releasing Setup—International announced that its final picture to be released through RKO is "The Stranger," Orson Welles-Loretta Young-Edward G. Robinson production just completed. This film will be released in June.

Now shooting is "The Dark Mirror," first picture made by International under its new releasing system. United World Pictures will produce eight International films, made in Hollywood, and eight other films made in England by J. Arthur Rank. International is now producing "The Dark Mirror" at Samuel Goldwyn's studios, but plans to move to Universal City shortly to occupy its own buildings. This will not constitute a tieup with Universal in any way, save that United World will be using Universal space.

* * *

HAL ROACH Announces $5 Million Budget; Start of First Feature Delayed—Hal Roach will spend $5 million, one of the largest budgets in his studio history, to produce 12 features this year. The first of Roach's 1946 product, "The Fabulous Joe," originally scheduled for March 4 start, has been delayed.

No definite running time has been allotted. Audience reaction will be the key to this situation. Also, no announcement has been made as to the organization that will release Roach's comedies.

* * *

REPUBLIC Has Three Pictures in Production, Several Completed This Week—Republic is doing well on the production front these days, with a trio of films shooting, including the special, "Earl Carroll's Sketchbook." The others are Roy Rogers "My Pal, Trigger," which is finishing and "The Fabulous Suzanne," Steve Sekely production, which is also nearing completion. Latest additions to the "Sketchbook" cast are Vera Vague and Hilary Brooke. Finished this week were "The Twisted Circle" and "Santa Fe Uprising."

Scheduled to start next week are "Rendezvous With Annie," featuring Eddie Albert and Sir C. Aubrey Smith and "Traffic in Crime," to be produced by William O'Sullivan. Alan Dwan will produce and direct "Rendezvous."

"Sketchbook" is moving along nicely, with Nick Castle in charge of dances and Cy Feuer handling the musical direction.

Laying the groundwork for his return to the screen, Gene Autry started a new show yesterday at Fort Worth, Texas, for the Live Stock and Rodeo exhibit there. He will be starred at the Rodeo until March 17, when he will return to Republic to start preparations for his untitled musical Western, to go before the cameras in April.

Frank Borzage, one of the studio's independent producers, has announced "Gallant Man" for his second release on Republic's slate.

* * *

WARNER BROS. Slow on Present Production; Some Backlog Features Due for Release Soon—The Burbank lot is going at a slow pace, with only three pictures in work: "Humoresque," "The Sentence" and "A Very Rich Man." According to studio announcement, however, several features may start before the end of March, including "Ethan Frome" and "Stallion Road." "Life with Father" is as yet an undetermined quantity.

Pictures to be issued from Warner's huge backlog of unreleased product include "Saratoga Trunk" and "Devotion," with the former set for release around March 20.

"The Sentence" is back on the home lot

(*Continued on Page 44*)

Birdwell Joins Ranks Of Independent Producers

Under a new motion picture company production setup backed by a New York financial syndicate, Russell Birdwell will enter the independent producer ranks upon his return to Hollywood late this month. Frederick Hazlett Brennan will serve as associate producer to Birdwell in the venture and Paul H. Sloane has already been signed as director.

First picture on the company's schedule is "Merchant of Death," based on an original story by Brennan. Birdwell will continue to head his New York and Beverly Hills public relations offices during the film's production, and will publicize it on a scale said to be comparable to his campaign on "Gone With the Wind." Two big-name stars will have leading roles. No releasing arrangements were announced.

Daggett Joins Goldwyn Studio Publicity Dept.

Recently resigned as director of advertising and publicity for Cagney Productions, Charles Daggett has joined Samuel Goldwyn's studio publicity department where, under the direction of William Hebert, studio director of advertising and publicity, he will aid in planning campaigns for "Glory For Me," "The Secret Life of Walter Mitty" and "Earth and High Heaven." He will also serve as direct contact with magazines and newspapers.

Buy 2nd Remarque Story

Charles Einfeld and David Loew, recently formed producing company who own the screen rights to Erich Maria Remarque's current best-selling novel, "Arch of Triumph," have bought another Remarque story, "The Other Love," which will be magazine-serialized before publication as a book. The company, now known as Enterprise Productions, has signed Barbara Stanwyck, and her first picture will be "The Other Love," scheduled to go into production before "Arch of Triumph."

Background Material

Paramount camera crews will start to work shortly in every section of California to get background shots for Cecil B. DeMille's Technicolor feature, "The Unconquered," which is to be in production shortly. Gary Cooper is to star in the film.

Nathan Joins Wallis

Paul Nathan, for the past three and a half years in the Signal Corps, serving under Col. Frank Capra, has reported as a civilian to Hal Wallis productions to take over as special assistant. Nathan was formerly assistant to Wallis at Warner Bros.

Warners Sign Mladova

Milada Mladova, brunette prima ballerina featured in Warners' "Night and Day" and "Escape Me Never," has signed a long-term acting contract with the company. She will receive thespian grooming to augment her dancing talents.

HOLLYWOOD

Shackleford on Camera Mission for Fairbanks

Jerry Shackleford, cameraman for Jerry Fairbanks, is on his way to Sweden and Lapland on the first lap of a camera mission that will keep him busy shooting for the next two years. He will obtain material for Fairbanks' three short subject series, Popular Science, Speaking of Animals and Unusual Occupations, in addition to photographing material for possible television subjects. While in Sweden he will be under the sponsorship of the Swedish government.

Shackleford will also cover Denmark, Germany and England, later moving back to cover central Europe and the Mediterranean, and then into Iran and India, winding up his tour in India.

Paramount Signs Fellows

Robert Fellows, who produced "The Spanish Main," moves to the Paramount lot on March 25 as a producer.

Hervey Writing Original

Harry Hervey is writing the original for "Broken Symphony," Paramount's soon to be made production laid in modern India. It deals with a woman of dual personality.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

Shooting today over at Warners, for the Ann Sheridan picture, "The Sentence," is a scene in which Ann and Kent Smith go to his mountain cabin for the day to relax and get acquainted. The script calls for "a cabin built on a hillside, with an eighty-foot driveway leading to the door and pine trees fifty feet high all around." And that's exactly what we find once we enter Stage 7. It's hard to realize that the set is man-made, for everything seems so real, including the fragrant small of sap from the trees.

Story is about a man who has been ruled by a mother all his life (including her choice of his wife) who, after being married a number of years, falls in love with a singer. He tries to rearrange his life so that they may find some happiness together, but is unsuccessful. Life metes out what it has in store for him in spite of his finagling.

We find them rehearsing the scene when we arrive, so we locate a good spot at one of the windows and settle down to watch what's going on.

On the inside, seated in front of the fireplace, we see Ann and Smith. She's wearing a grey wool suit with a turtle-neck sweater. Yoke of the jacket is natural-color grey with the rest in horizontal stripes of different shades of the material. With it she evidently uses a red bag, shoes and gloves, for we see the bag and gloves lying on one of the corner tables. Smith has on a suede jacket with brown trousers.

Director Vincent Sherman gives the command for "camera," etc., shortly after we get there, at which time we hear the following dialog exchanged between the two players. Smith says (as he stands up): "Yes, look at it. This cabin is the only idea I ever had that was mine, and it's all covered with cobwebs." And she replies: "There's nothing to tell about me. Nora Prentiss. Six songs a night and now and then a drink with the better customers."

It's a tense, dramatic scene which requires numerous rehearsals before it is recorded on film. Then the players are free until the next setup is ready. When we realize this, we dash over to Ann, whom we've been anxious to meet. And from her we learn that it was a powerful story like this one that she was seeking before she agreed to come back to work.

We also learn that the script was written by Ranald MacDougall, the man up for an Academy Award for the splendid work he did on the "Mildred Pierce" story.

With our best wishes for her future success, we leave Ann as she goes back to work and we go forth to our job.

Until next week. Ann Lewis

STUDIO NEWS & PROGRAM NOTES

MGM Tailoring 'Merton of the Movies' for Skelton; Massey Opposite Joan Crawford in WB's 'The Secret'

One of the greatest comedy stories of all time, "Merton of the Movies," is being tailored for Red Skelton and will shortly be brought to the screen by MGM. Production reins will be handled by Al Lewis, veteran stage and screen producer.

Charles Ruggles, Henry Travers and Arthur Shields were inked by Columbia for key roles in "Gallant Journey" air epic to be produced and directed by William A. Wellman. Glenn Ford is starred with Janet Blair in the feminine lead.

Diana Herbert, 16-year-old daughter of the playwright, F. Hugh Herbert, has been signed by 20th-Fox for a role in the Technicolor picture, "Margie."

Paul Lukas has been signed as the third star to head the cast of Edward Small's "Bella Donna" when the drama enters production for International in May. No directorial assignment has been made to date.

Alan Ladd was cast by Paramount to star in "The Great Gatsby," F. Scott Fitzgerald's novel which Richard Maibaum will produce. Screenplay will be written by Cyril Hume, noted author and scenarist.

Ray McDonald, Barry Nelson, Mark Daniels and Don Taylor, all of whom had leading roles in the Army Air Corps show, "Winged Victory," have been awarded new long-term contracts by MGM.

Raymond Massey has been signed to appear opposite Joan Crawford in "The Secret," to be directed by Curtis Bernhardt and produced by Jerry Wald for Warners.

Anne Jeffreys was cast in the lead opposite Pat O'Brien in "The Big Angle," Marty Rackin's romantic comedy with a Panama background which Nat Holt will produce for RKO, with Jack J. Gross as executive producer.

Sir C. Aubrey Smith was signed for one of the top supporting roles in Alan Dwan's initial Republic production, "Rendezvous With Annie," which will star Eddie Albert.

Jayne Cotter, newcomer from the New York stage, has been named for the second feminine lead with Katharine Hepburn and Robert Taylor in MGM's "You Were There." Picture is now in production with Vincent Minnelli directing and Pandro S. Berman producing.

Lynn Bari will play the role of Craig Rice, mystery story writer of "Home, Sweet Homicide," the Randolph Scott starrer which 20th-Fox is making with Peggy Ann Garner and Connie Marshall in top roles.

Charles Quigley and Lee Bennett have been signed for important roles in the Hugh Beaumont-Cheryl Walker co-starrer, "Crime in the Night," at PRC. Sam Newfield is directing the Sig Neufeld production.

Frances Kavanaugh has been assigned to write the screenplay for "Melody Roundup," fifth of the Eddie Dean color starrers which Robert Tansey will produce and direct for PRC.

Joseph Cotten, Shirley Temple and Guy Madison will be borrowed by RKO from David O. Selznick for one of the year's most interesting star trios in "Honeymoon," screen version of an original story by Vicki Baum. Michael Kanin has written the screenplay and William Keighley will direct. Warren Duff will produce under the executive producer guidance of Robert Sparks.

Melvin Levy was set by Columbia to collaborate with Milton Holmes on the screenplay of the latter's original yarn, tentatively titled "Johnny O'Clock," which will be produced by J. E. M. Productions for Columbia release. The producing outfit is a partnership of Jerry Geisler, Edward Nealis and Holmes.

Charles Winninger, Elizabeth Risdon and Wallace Ford were set by Writer-Producers Michael Fessier and Ernest Pagano for top feature roles in Universal's "Lesson in Love," which William Seiter directs. George Brent, Lucille Ball and Vera Zorina are starred.

Ricardo Cortez will resume his acting career after four years of retirement in one of the top supporting roles of Republic's mystery drama, "The Twisted Circle," starring Adele Mara, with Phil Ford directing for Producer William J. O'Sullivan.

March in 'Glory'

Fredric March will star in Samuel Goldwyn's "Glory for Me," the Robert E. Sherwood adaptation of the MacKinlay Kantor novel. Dana Andrews, Myrna Loy and Teresa Wright will co-star, and William Wyler will direct.

'O.S.S.' Technical Advisor

Dr. Ernest Golm, former superior court judge in Germany and expert in international law, has been assigned as one of the technical advisors in Paramount's "O.S.S.," starring Alan Ladd and Geraldine Fitzgerald.

Huston Resumes at Warners

Major John Huston, recently returned to the Warner studios following his discharge from the Army, has been assigned to write the screenplay and direct "Treasure of the Sierra Madre."

In 'Claudia' Cast

"Claudia and David," 20th Century-Fox sequel to "Claudia," will have Mary Astor and Gail Patrick in support of Dorothy McGuire and Robert Young. Walter Lang will direct.

Young Completes Script

Clarence Young has completed the script for Paramount's "The Last Frontier" which will be produced by Pine-Thomas from Luke Short's book, "Dead Freight for Piute."

New Mirrophonic Sound
JOE HORNSTEIN *has it!*

HOLLYWOOD

CHECK-UP ON PRODUCT IN WORK

(*Continued from Page* 42)

following shooting at San Francisco. William Jacobs is producing, with Ann Sheridan, Kent Smith and Robert Alda in the cast.

The Bernhard-Sperling independent setup, called United States Pictures, is readying "Cloak and Dagger." Gary Cooper, to star in the film, is taking wardrobe tests.

* * *

RKO RADIO Has Six Pictures Rolling; Maintains Leading Position in Production at Present Time—With the start of "Criminal Court" on Wednesday, RKO has a sextet of features before the cameras. "Child of Divorce," exploitation film, is over the half-way mark in its race to completion. Walt Disney's feature, "Make Mine Music," is being completed. "A Likely Story" is just about finished, and "Desirable Woman" ought to be completed soon, having been rolling for over six weeks. The sixth picture is "Sinbad the Sailor," which has an all-star cast including Douglas Fairbanks, Jr., Maureen O'Hara, Walter Slezak, Jane Greer and others.

"Mexican Honeymoon" has been changed to "Honeymoon," and is scheduled to start Monday, with Joseph Cotten, Shirley Temple and Guy Madison. William Keighley directs.

The most recent starter, "Criminal Court," is being produced by Martin Mooney, with Robert White directing. This is Mooney's first at RKO.

Dick Powell, a tough guy in his last two pictures for the studio, gets a break along comedy lines in his next, "A Very Remarkable Fellow," screen adaptation of the George M. Cohan stage success. The picture will start in June.

Waldo Salt is writing the screenplay of "The Girl from Bogardus," a modern romantic comedy by Michael Uris, purchased last week by Robert Riskin Productions. This will follow "The Magic City," first scheduled production for this independent unit at RKO.

* * *

TWENTIETH CENTURY-FOX Has Four Films Going; "Forever Amber" Set Back a Week—This studio continues to roll, with four pictures shooting and two big ones just about ready to go. The quartet includes "Margie," "Claudia and David," "Home Sweet Homicide" and "Deadline for Murder." "Forever Amber," originally set for last week, is now scheduled for a start on Monday. "The Razor's Edge," which Darryl F. Zanuck will personally produce from the Somerset Maugham novel, is another strong production to roll shortly.

Finished this week were "The Shocking Miss Pilgrim" and "Three Little Girls in Blue," both Technicolor musicals.

"Home Sweet Homicide," just started, is being produced by Louis D. Lighton and directed by Lloyd Bacon. "Deadline for Murder" is the second Sol. M. Wurtzel independently produced picture. He just finished "Rendezvous 24" for Fox release. "Rendezvous 24" is 20th's entry in the current atom-bomb sweepstakes.

"Forever Amber," to be produced by William Perlberg and directed by John Stahl, now includes the following in its cast: Peggy Cummins, Cornel Wilde, Vincent Price, Reginald Gardiner. Other additions to the player lineup will be revealed next week. Alan Mowbray is serving as a technical adviser.

* * *

UNIVERSAL Slightly Behind in Production, With Three Pictures Before the Cameras—With the completion of "Little Miss Big," formerly titled "Three Kids and a Queen," this studio has three pictures rolling, somewhat below usual production tempo. "Fandango" is now in its ninth week. Also rolling are "Lessons in Love" (14th day) and "Inside Job" (recently started).

Abbott and Costello may start their next picture this week, according to the studio. Tentative title is "The Ghost Steps Out."

* * *

UNITED ARTISTS Has Three Pictures in Production, But Space Situation Remains Unchanged—UA has a large roster of producers, but the space situation is a deterring factor to production because each must find a setup in which he can produce his film. At the present time, there are three producers with pictures rolling. These are Hunt Stromberg, who is moving into the closing weeks with "The Strange Woman"; Charles R. Rogers, who is nearing the home stretch with his "Angel on My Shoulder," and Benedict Bogeaus, who has been experiencing trouble on his "Mr. Ace and the Queen" due to the protracted illness of George Raft.

With other producers the situation is this: Sturges has finished Harold Lloyd's "The Sin of Harold Diddlebock" and is editing it; Selznick will take some time to edit and score "Duel in the Sun"; Andrew Stone hopes to start "The Bachelor's Daughters" in several weeks; Arnold Pressburger has completed "A Scandal in Paris" and has sent it to Guam for a special Navy world premiere next week.

* * *

PRC Has One Film Rolling, Plans to Make Several More This Month—"Crime in the Night," being produced by Sig Neufeld, is the only picture going at PRC. "Avalanche" was finished last week and is being edited.

Alexander-Stern have set Arthur St. Claire to do the script job for "Flaming Jungle." A Buster Crabbe western is also on the agenda for March.

* * *

METRO-GOLDWYN-MAYER Has Five Pictures Going; "Woman of My Own" Set Back—MGM continues its production lineup currently before the cameras with "Fiesta," which is winding up; "Till the Clouds Roll By," which started in January and will probably go for some time yet; "You Were There" and "The Showoff," nearing its first month of shooting. "Tenth Avenue Angel" is starting, with Margaret O'Brien as the star.

The studio announced that "A Woman of My Own" would start last week, but production has been postponed. When it goes before the cameras, perhaps this week. Director George Cukor will film the greater part of the picture around Monterey, Calif. Robert Montgomery and Greer Garson co-star.

* * *

COLUMBIA Slightly Behind in Production; Tempo Scheduled to Pick Up Soon—Columbia has two pictures going. One is the film about Al Jolson's life, now called "The Jolson Story," and the other is the extra-budget feature, "Gallant Journey." "Power of Attorney" and "The Return of Rusty," set to roll last week, have been pushed back. Starting dates now call for "Power of Attorney" to roll on Monday and "Rusty" to start on Friday. Ted Donaldson plays the lead.

"Gallant Journey," starring Glenn Ford and Janet Blair, is being filmed on location in Simi Valley. More than half of the film is scheduled for out-of-doors shooting.

"The Jolson Story," now in its 113th day before the cameras, ought to be finished shortly.

"The Coffin," an I Love a Mystery series production, has been set back to March 25. The same date is also reserved for the start of "Down to Eearth," which has been in rehearsal.

Ann Miller is rehearsing routines for "Rendezvous in Rio," set to roll next month.



IT WAS LIKE THIS. Mervyn LeRoy takes time out during his production, "Without Reservations," to tell Claudette Colbert, John Wayne and Don DeFore a story. Presented by Jesse L. Lasky, "Without Reservations" (formerly titled "Thanks, God, I'll Take It From Here"), will be released through RKO Radio.

'Apple Tree' Added to Lasky Production Plans

Lining up their 1946-47 production program, Jesse L. Lasky and Walter McEwen have purchased "The Apple Tree," long short story by the late John Galsworthy, noted British playwright and novelist.

"The Apple Tree" will be the third property acquired for future production by Jesse L. Lasky Productions. Now being completed is the Mervyn LeRoy production, "Without Reservations," which will be followed by "Intermission," from the play by Vincent Lawrence, who is doing the screenplay. "Caruso Sings Tonight," biography of the singer by his wife, Dorothy Caruso, will follow "Apple Tree" on the production schedule.

Rogers' Ranch Project

Roy Rogers, Republic's King of the Cowboys, has announced the completion of negotiations for the purchase of 560 acres of ranchland near Las Vegas, Nev., for the construction of an elaborate Roy Rogers residential guest ranch project at an estimated cost of $1,125,000.

Feminine Lead

Maureen O'Hara will have the feminine lead in 20th-Fox's "The Home Stretch," which Sally Benson will adapt. The same studio has named Helen Walker for the feminine lead of Craig Rice's "Home Sweet Homicide," now before the camera.

Rains in 'Deception'

Claude Rains has been assigned a leading role in Warners' "Deception," Bette Davis starrer which Henry Blanke will produce. Rains' last Warner picture was "Mr. Skeffington," released in 1944.

Wise to Direct Three

Robert Wise has been assigned to direct "Criminal Court," "Deadlier Than the Male" and another RKO Radio feature as yet untitled.

2 Options Exercised

Options on Jane Greer, actress, and Warren Duff, producer, have been exercised by RKO Radio.

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxeffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in parenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith..	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caidonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

CURRENT 1944-45

			Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel.. 65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes 93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall 65	6/21/45	b7/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick 64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell 60	12/14/44	b12/30/44
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon 70	8/9/45	b8/25/45
6015	I Love a Bandleader (M)F	Phil Harris-Leslie Brooks 70	9/13/45	b2/9/46
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn 105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker 66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury 60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart 74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-G. Stone 60	1/24/46	all/24/45
	Bandit of Sherwood Forest (Tech.) (D)F	Cornel Wilde-Anita Louise 85	2/21/45	b2/23/46
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton 2/21/46		all/10/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson 69	9/27/45	a7/14/45
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton 74	2/28/46	all/17/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall 60	10/11/45	a7/21/45
	Hit the Hay (M)F	J. Canova-R. Hunter-L. Merrick 62	11/29/45	b2/16/46
	Just Before Dawn	Warner Baxter-Mona Barrie 3/7/46		
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland 90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms 69	12/13/45	b12/8/45
	Meet Me on Broadway (MC)F	Reynolds-Brady-Falkenburg 78	1/3/46	b3/2/46
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready 65	11/27/45	b11/17/45
	Notorious Lone Wolf	Gerald Mohr-Janis Carter 64	2/14/46	all/10/45
	One Way to Love (C)F	Chester Morris-Marguerite Champan. 83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter 61	12/27/45	all/10/45
	Pardon My Past	F. MacMurray-M. Chapman 88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch 60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman 87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague 82	11/22/45	b12/15/45
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt 88	1/10/46	b1/12/46
	True Glory, The	Documentary 83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick 60	10/30/45	b11/10/45

COMING

	Devil's Mask	Anita Louise-Jim Bannon		
	Gallant Journey	Glenn Ford-Janet Blair		
	Gilda	Rita Hayworth-Glenn Ford		a1/26/46
	Mysterious Intruder	Richard Dix-Barton MacLane		
	Night Editor	William Gargan-Janis Carter		
	One Life Too Many	Leslie Brooks-George Macready		
	Perilous Holiday	P. O'Brien-R. Warwick-E. Buchanan 3/21/46		a2/9/46
	Phantom Thief	Chester Morris-Jim Bannon		a3/2/46
	Renegades (Tech.)	Evelyn Keyes-Willard Parker		
	So Dark the Night	Micheline Cheirel-Steven Geray 3/14/46		a1/26/46
	Story of Jolson (Tech.)	L. Parks-E. Keyes-W. Demarest		a2/9/46
	Talk About a Lady	Jinx Falkenburg-Joe Besser 3/28/46		a3/2/46
	That Texas Jamboree	Ken Curtis-Jeff Donnell		
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman		a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor 57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding 54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding 58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

6201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding 56	10/18/45	b12/8/45
	Frontier Gunlaw (W)F	Charles Starrett-Tex Harding 58	1/31/46	b2/16/46
7202	Lawless Empire	Charles Starrett-Tex Harding 58	11/15/45	
	Roaring Rangers	Charles Starrett-Smiley Burnette 55	2/14/46	
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding 55	12/20/45	b1/12/45

Westerns (Coming)

	Galloping Thunder	Charles Starrett-Smiley Burnette		
	Gunning for Vengeance	Charles Starrett-Smiley Burnette	3/21/46	
	Heading West	Charles Starrett-Smiley Burnette		
	Landrush	Charles Starrett-Smiley Burnette		
	Phantom of the Desert	Charles Starrett-Smiley Burnette		
	Terror Trail	Charles Starrett-Smiley Burnette		
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	3/14/46	

MGM

CURRENT 1944-45

Group No.			Ins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson 140		Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn 65		July	b6/23/45
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield 110		June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart 102		June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams 105		July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick 78		July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore 119		June	b4/14/45

Current 1945-46

13	Abbott & Costello In Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak 101		Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson 111		Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty 69		Oct	b7/28/45
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson 106		Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz 76		Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson 91		Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford 86		Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne 138		Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks 89		Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr 104		Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson 130		Oct	b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn 96		Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer 106		Dec.	b10/20/45

COMING

Sp.	Adventure (D)F	C. Gable-G. Garson-J. Blondell 125		Feb	b12/22/45
	Army Brat	James Craig-Frances Gifford			a1/26/46
	Bad Bascomb (W)F	Wallace Beery-Margaret O'Brien 110			b2/9/46
	Black Sheep	James Craig-Skippy Homeier			
	Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan			a2/9/46
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake			a2/9/46
	Fiesta (Tech.)	Esther Williams-John Carroll			a2/9/46
	Green Years, The	C. Coburn-T. Drake-S. Royle			a1/26/46
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			a2/9/46
	Hoodlum Saint (D)A	William Powell-Esther Williams 93			b2/9/46
	Last Chance, The (D)F	E. G. Morrison-John Hoy 105			b12/1/45
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			a2/9/46
	Postman Always Rings Twice	Lana Turner-John Garfield 113			a9/29/45
	Show-Off	R. Skelton-M. Maxwell-M. Main			
	Star From Heaven	Marshall-Thompson-Jim Davis			a3/2/46
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			a3/2/46
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
	Time for Two	J. Hodiak-L. Ball-L. Nolan			a2/9/46
	Two Sisters From Boston	Kathryn Grayson-June Allyson 112			a10/20/45
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
	You Were There	K. Hepburn-R. Taylor			
	Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly 110			b1/12/46

MONOGRAM

CURRENT 1944-45

Prod. No.					
405	China's Little Devils (D)F	Harry Carey-Paul Kelly 74	7/21/45		b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson 63	9/22/45		b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot 71	8/18/45		b5/26/45
411	Muggs Rides Again (D)F	East Side Kids 64	6/8/45		b6/30/45
407	Sensation Hunters	Doris Merrick-Robert Lowery 62	10/13/45		a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland 65	6/12/45		b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland 64	9/29/45		b8/11/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom 62	6/2/45		a5/10/45

CURRENT 1945-46

505	Allotment Wives (D)A	Kay Francis-Paul Kelly 80	12/29/45	b11 18 45
504	Black Market Babies (D)A	Ralph Morgan Teala Loring 71	1/5/46	b12/8/45
507	Fear (My)A	Warren William-Anne Gwynne 68	3/2 46	b12 29 45
509	Live Wires (D)F	Leo Gorcey-Huntz Hall 65	1/12/46	b2/16/46
513	Red Dragon (My)F	Sidney Toler-Benson Fong 64	2/2/46	b12 29/45
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers 63	1/12/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm 69	12/8/45	b9 29/45

COMING

	Behind the Mask	Kane Richmond-Barbara Reed		a3/2/46
	Dark Alibi	S. Toler-B. Fong-M. Moreland		a1/26/46
	Don't Gamble With Strangers	Kane Richmond-Bernedene Hays		
528	Face of Marble (H)A	John Carradine-Claudia Drake 72	2/2/46	b1/26/46
529	Gay Cavalier	Gilbert Roland-Martin Garalaga		
	In Fast Company	Leo Gorcey-Huntz Hall		
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox		a3/2/46
514	Junior Prom (M)F	Freddie Stewart-June Preisser 69			b3 2/46
527	Shadow Returns (My)A	Kane Richmond-Barbara Reed 61	2/16/46	b1/19/46
	Suspense	Belita-H. Valdez-A. Dekker 6/1/46		a12/29/45
503	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan 74	3/16/46	b1/26/46

Westerns (Current 1944-45)

452	Drifting Along	J. M. Brown-Raymond Hatton 1/26/46		all 17 45
451	Flame of the West (W)F	J. M. Brown-R. Hatton 71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton 54	11/24/45	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton 53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White 57	11/3/45	b10 27 45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James 54	8/11/45	b8 18 45
431	South of the Rio Grande	Duncan Renaldo 62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White 54	6/2/45	b5 26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton 55	7/21/45	b4 28 45
565	Border Bandits (W)F	J. M. Brown-R. Hatton 57	1 12 46	b2 23 46
571	Lonesome Trail	J. Wakely-Lee White 55	12 8 45	
572	Moon Over Montana	Jimmy Wakely-Lee White 54	2 23 46	

Westerns (Coming)

	Fighting Texan	J. M. Brown-R. Hatton		
566	Haunted Mine, The	J. M. Brown-Raymond Hatton 52	3/2 46	
567	Under Arizona Skies	J. M. Brown-Raymond Hatton	4/13 46	
573	West of the Alamo	Jimmy Wakely-Lee "Lasses" White 4/6 46		

PARAMOUNT

Block No.	CURRENT 1944-45	Mins.	Rel. Date	See Issue of
5	A Medal for Benny (D)F.....Dorothy Lamour-A. de Cordova.....	79..	6/29/45	...b4/14/45
Sp.	Incendiary Blonde (Tech.) (CD)F .....Betty Hutton-Barry Fitzgerald.....	112..	8/31/45	...b6/16/45
6	Midnight Manhunt (My)A....William Gargan-Ann Savage.....	63..	7/27/45	....b6/9/45
5	Murder, He Says (MyC)F....F. MacMurray-M. Main-M. Paige..	94..	6/8/45	....b4/14/45
6	Northwest Mounted Police (Tech.) .....G. Cooper-M. Carroll-P. Goddard...	125..	8/26/45	....Reissue
6	Out of This World (CM)F....E. Bracken-D. Lynn-V. Lake.....	96..	7/13/45	....b6/9/45
5	Scared Stiff (C)F.....Jack Haley-Ann Savage.....	64..	6/22/45	...b4/14/45
6	This Gun For Hire.....A. Ladd-V. Lake-R. Preston.....	80..	8/25/46	....Reissue
6	You Came Along (CD)F.....Robert Cummings-Lizabeth Scott....	103..	9/14/45	....b7/7/45

Current 1945-46

1	Duffy's Tavern (CM)F.....Crosby-Ed Gardner-M. Reynolds....	98..	9/28/45	...b8/18/45
1	Follow That Woman (My)....William Gargan-Nancy Kelly.....	70..	12/14/45	..b8/25/45
2	Hold That Blonde (C)F.....Eddie Bracken-Veronica Lake.....	77..	11/23/45	.b10/13/45
2	Kitty (D)A .....Paulette Goddard-Ray Milland.....	103..	1/25/46	.b10/13/45
1	Lost Weekend (D)A.....R. Milland-J. Wyman-P. Terry....	101..	11/16/45	...b8/18/45
1	Love Letters (D)A.....J. Jones-J. Cotten-A. Richards.....	101..	10/26/45	...b8/25/45
3	Masquerade in Mexico.....D. Lamour-A. deCordova-P. Knowles.....	2/22/45		....a4/7/45
3	Miss Susie Slagle's (D)A.....Sonny Tufts-V. Lake.....	89..	3/8/46	....b12/8/45
2	People Are Funny (CM)F.....J. Haley-H. Walker-R. Vallee.....	93..	1/11/46	..b10/13/45
2	Stork Club (CM)A.....Betty Hutton-Barry Fitzgerald.....	98..	12/28/45	...b10/6/45
3	Tokyo Rose (D)A.....Byron Barr-Lotus Long.....	69..	2/8/46	....b12/8/45

COMING

	Big Town .....Philip Reed-Hillary Brooke.....			.....a2/9/46
4	Blue Dahlia (My)A.....A. Ladd-V. Lake-W. Bendix.....100.....			....b2/2/46
	Blue Skies (Tech.) .....Bing Crosby-Paul Draper.....			....a8/18/45
	Bride Were Beets.....B. Stanwyck-R. Cummings-D. Lynn.....			.....
	Calcutta .....A. Ladd-G. Russell-W. Bendix.....			....a7/14/45
	California (Tech.) .....Milland-Stanwyck-Fitzgerald			.....
	Easy Some, Easy Go.....Betty Hutton-Sonny Tufts.....			.....a4/7/45
5	Hot Cargo .....W. Gargan-J. Rogers-P. Reed.....			...a11/10/45
	Imperfect Lady, The.....R. Milland-T. Wright-V. Field.....			...a11/10/45
	Ladies Man .....Eddie Bracken-Virginia Field.....			...a12/10/45
	Monsieur Beaucaire .....Bob Hope-Joan Caulfield.....			...a11/10/45
	O.S.S. .....A. Ladd-G. Fitzgerald-P. Knowles.....			.....
5	Our Hearts Were Growing Up..B. Donlevy-G. Russel-D. Lynn.....			....a4/28/45
	Perfect Marriage, The.....L. Young-D. Niven-V. Field.....			.....
	Perils of Pauline.....Betty Hutton-John Lund.....			.....
3	Road to Utopia (CM)A.....Crosby-Hope-Lamour	90..	3/22/46	...b12/8/45
	Searching Wind .....R. Young-A. Richards-S. Sidney.....			.....a3/2/46
5	Strange Love of Martha Ivers.Stanwyck-L. Scott-Heflin.....			.....a3/2/46
	Suddenly It's Spring.....F. MacMurray-P. Goddard.....			.....
	Swamp Fire .....Johnny Weissmuller-Virginia Grey.....			...a11/24/45
	The Trouble With Women.....T. Wright-B. Donlevy-R. Milland.....			....a6/23/45
4	They Made Me a Killer (D)A.Robert Lowery-Barbara Britton.....	64..		....b1/26/46
5	To Each His Own.....Olivia de Havilland-John Lund.....			.....a7/14/45
	Too Good to Be True.....S. Tufts-D. Lynn-B. Fitzgerald.....			...all 24/45
	Two Years Before the Mast...Donlevy-Ladd-Bendix			.....a7/1/44
4	Virginian, The (Tech.) (W)F.J. McCrea-B. Donlevy-S. Tufts....	90..		....b1/26/46
4	Well Groomed Bride (C-D)F..R. Milland-O. deHavilland-S. Tufts.	75..		....b2/2/46

PRC

CURRENT 1944-45

	Apology for Murder (My)A....Ann Savage-Hugh Beaumont.....	67..	8/27/45	....b9/8/45
	Arson Squad (My)A .....F. Albertson-R. Armstrong.....	66..	9/11/45	...b8/11/45
	Club Havana (DM)F.....Tom Neal-Margaret Lindsay.....	62..	10/23/45	.b10/27/45
	Detour (D)A .....Tom Neal-Ann Savage.....	69..	11/30/45	...b11/3/45
	Dangerous Intruder .....Charles Arnt-Veda Ann Borg.....	65..	8/21/45	.....
	Danny Boy (D)F.....Robert "Buzzy" Henry-Eva March..	66..	1/8/46	..b11/10/45
	Enchanted Forest (Color)(D)F.Edmund Lowe-Brenda Joyce.....	77..	12/8/45	...b9/22/45
	Flying Serpent, The (H)A....Ralph Lewis-George Zucco.....	58..	2/20/46	...b1/19/46
	How Do You Do? (C)F.....Bert Gordon-Harry Von Zell.....	82..	12/24/45	.b11/10/45
	I Ring Doorbells (My)F.....R. Shayne-A. Gwynne-R. Karns.....	67..	2/25/46	....b1/5/46
	Lady Confesses (My)A.....M. B. Hughes-Hugh Beaumont.....	66..	6/15/45	...b3/31/45
	Man Who Walked Alone (C)F.Kay Aldridge-Dave O'Brien.....	74..	3/15/46	...b2/17/45
	Mask of Diijon (D)A.....Eric von Stroheim-Jeanne Bates.....	70..	3/7/46	.....b2/2/46
	Missing Corpse (C)A.....J. E. Bromberg-F. Jenks.....	63..	6/1/45	....b4/28/45
	Shadow of Terror (My)A.....Dick Fraser-Grace Gillern.....	64..	11/5/45	....b9/1/45
	Silver Fleet (D)F.....Ralph Richardson-Googie Withers...	77..	7/1/45	....b3/31/45
	Strangler of the Swamp (H) A.R. La Planche-Robert Barrat.....	59..	1/1/46	.....b1/5/46
	Swing Hostess (CM)F.....Martha Tilton-Charles Collins.....	76..	9/8/45	...b11/11/44
	White Pongo (D)F.....Richard Fraser-Marie Wrixon.....	76..	11/2/45	...b8/11/45
	Why Girls Leave Home (D)A..Pamela Blake-Sheldon Leonard.....	70..	10/9/46	...b6/16/45

COMING

	Avalanche .....Bruce Cabot-Roscoe Karns.....			.....
	Crime in the Night.....Hugh Beaumont-Cheryl Walker.....			.....
	Devil Bat's Daughter.....Rosemary LaPlanche-John James.....			.....
	Murder Is My Business.....Hugh Beaumont-Cheryl Walker.....			.....
	Once and For All.....N. Coleman-P. Reed-F. Cressart.....			...a12/22/45
	Wife of Monto Cristo.....John Loder-Lenore Aubert.....			...a12/29/45

Westerns (Current 1944-45)

	Ambush Trail (W)F.....Bob Steele-Lorraine Miller.....	56..	2/17/46	....b2/2/46
	Border Badmen (W)F.....Buster Crabbe-Al St. John.....	57..	10/10/45	...b9/1/45
	Fighting Bill Carson (W)F...Buster Crabbe-Al St. John.....	54..	10/31/45	.b12/15/45
	Flaming Bullets .....Tex Ritter-Dave O'Brien.....	58..	10/15/45	.....
	Frontier Fugitives .....Tex Ritter-Dave O'Brien.....	58..	9/1/45	.....
	Gangster's Den (W)F.....Buster Crabbe-Al St. John.....	56..	6/14/45	...b6/23/45
	Lightning Raiders .....Buster Crabbe-Al St. John.....		1/7/46	.....
	Navajo Kid .....Bob Steele		11/21/45	.a12/29/45
	Prairie Rustlers .....Buster Crabbe-Al St. John.....	55..	11/7/45	.....
	Six Gun Man (W)F.....Bob Steele	59..	2/1/46	....b1/26/46
	Song of Old Wyoming (W)F..Eddie Dean-Sarah Padden.....	67..	11/12/45	..b8/18/45
	Stage Coach Outlaws (W)F...Buster Crabbe-Al "Fuzzy" St. John.	59..	8/17/45	...b7/21/45
	Three in the Saddle (W)F....Dave O'Brien-Tex Ritter.....	61..	7/26/45	...b9/22/45

Westerns (Coming)

	Caravan Trail (Color).....Eddie Dean-Emmett Lynn.....			.....
	Colorado Serenade .....Eddie Dean-Mary Kenyon.....			.....
	Law Crusaders .....Buster Crabbe-Al St. John.....			.....
	Man Without a Gun.....Bob Steele-Ellen Hall.....			.....
	Romance of the West (W)F...Eddie Dean	58..	3/20/46	...b2/16/46
	Terrors on Horseback.....Buster Crabbe-Al St. John.....			.....

RKO-RADIO

Block No.	CURRENT 1944-45	Trade Shown		
5	Back to Bataan (War Drama).J. Wayne-P. Ahn-A. Quinn.....	95..	June	.....b6/2/45
Sp.	It's a Pleasure (Tech.) (DM)F.S. Henie-M. O'Shea-W. Johnson....	90..	Mar	.....b3/3/45
5	West of the Pecos (W)F.....Robert Mitchum-Barbara Hale.....	66..	June	.....b6/9/45

CURRENT 1945-46

Sp.	Along Came Jones (CW)F.....Gary Cooper-Loretta Young.....	90..	June	.....b6/15/45
1	Falcon in San Francisco(My)F.Tom Conway-Rita Corday.....	66..	July	.....b7/21/45
2	First Yank Into Tokyo (D)A..T. Neal-B. Hale-K. Luke.....	82..	Sept.	.....b9/8/45
1	George White's Scandals of 1945 (MC)F .....Joan Davis-Jack Haley.....	95..	Aug	.....b7/21/45
2	Isle of the Dead (HD)A.....B. Karloff-E. Drew.....	72..	Sept	.....b9/8/45
1	Johnny Angel (My)A.....G. Raft-S. Hasso-C. Tevor.....	79..	Aug	.....b8/4/45
1	Mama Loves Papa (C)F.....Leon Errol-Elizabeth Risdon.....	61..	Aug	.....b8/4/45
Sp.	Pinocchio (Tech.) (C)F.....Disney	87..	Sept	.....Reissue
1	Radio Stars on Parade (CM)F.F. Langford-W. Brown-A. Carney...	69..	Aug	.....b8/4/45
2	Spanish Main (Tech.) (D)F....P. Henreid-M. O'Hara.....	100..	Oct	.....b10/6/45
2	Wanderer of the Wasteland (W)F .....James Warren-Audrey Long.....	67..	Oct	.....b10/6/45

RKO-RADIO (Cont.)

Block No.	Current 1945-46	Trade Mins.	Shown	See Issue of
Sp.	Wonder Man (Tech.) (C)F....D. Kaye-V. Mayo.....	98..	Apr	.....b4/28/45

COMING

4	A Game of Death (M)A.....J. Loder-A. Long-R. Wade.....	72..		....b12/1/45
	A Likely Story .....Bill Williams-Barbara Hale.....			.....
	Badman's Territory .....R. Scott-A. Richards-L. Tierney.....			.....a2/9/46
	Bamboo Blonde .....Frances Langford-Russell Wade.....			.....
	Bedlam .....Boris Karloff-Anna Lee.....			.....
Sp.	Bells of St. Mary's (D)F.....Bing Crosby-Ingrid Bergman.....	125..		...b11/24/45
	Child of Divorce.....Sharyn Moffett-Regis Toomey.....			.....
3	Cornered (D)A .....Dick Powell-Walter Slezak.....	102..		....b11/17/45
	Crack-Up .....P. O'Brien-C. Trevor-H. Marshall.....			.....
4	Deadline at Dawn (My)F.....S. Hayward-P. Lukas-O. Massen...	83..		....b2/16/46
	Desirable Woman .....Joan Bennett-Robert Ryan.....			.....
3	Dick Tracy (My)F.....Morgan Conway-Anne Jeffreys.....	62..		...b12/15/45
	Ding Dong Williams.....Glenn Vernon-Marcy McGuire.....			.....a6/9/45
	Double Trouble .....Jack Haley-Anne Jeffreys.....			.....
	Falcon's Alibi .....Tom Conway-Rita Corday.....			.....
4	From This Day Forward (D)A.J. Fontaine-M. Stevens-A. Judge...	95..		.....b3/2/46
4	From This Day Forward.....J. Fontaine-M. Stevens-A. Judge.....			.....
	Genius at Work.....A. Carney-W. Brown-A. Jeffreys.....			.....
	Heartbeat .....G. Rogers-J. Pierre Aumont.....			.....
3	Hotel Reserve (My)A.....James Mason-Lucie Mannheim.....	80..		..b12/29/45
	Kid From Brooklyn (Tech.)...D. Kaye-V. Mayo-Vera-Ellen.....			.....
	Lady Luck .....R. Young-B. Hale-F. Morgan.....			.....
2	Man Alive (C)F.....P. O'Brien-A. Menjou-E. Drew.....	70..		....b9/29/45
	Notorious .....C. Grant-Ingrid Bergman.....			.....a2/9/46
4	Riverboat Rhythm (C)F.....Leon Errol-Joan Newton.....	65..		.....b2/9/46
	Sinbad the Sailor (Tech.)....D. Fairbanks, Jr.-M. O'Hara.....			.....
3	Sing Your Way Home (CM)F.Jack Haley-Anne Jeffreys.....	72..		...b11/17/45
	Sister Kenny .....R. Russell-A. Knox-D. Jagger.....			.....a3/2/46
3	Spiral Staircase, The (My-D)A .....D. McGuire-G. Brent-E. Barrymore.	83..		.....b1/5/46
	Step by Step.....Lawrence Tierney-Anne Jeffreys.....			.....a2/9/46
	Stranger, The .....Ed. G. Robinson-L. Young-O. Welles.....			...a12/22/45
	Sunset Pass .....Nan Leslie-James Warren.....			.....
4	Tarzan and the Leopard Woman (A)F .....J. Weissmuller-B. Joyce.....	72..		....b2/16/46
	Till the End of Time.....Dorothy McGuire-Guy Madison.....			.....a2/9/46
Sp.	Tomorrow Is Forever (D)A....C. Colbert-G. Brent-O. Welles.....104.....			...b1/19/46
	Truth About Murder..... B. Granville-M. Conway.....			.....
	Without Reservations .....Claudette Colbert-John Wayne.....			.....a2/9/46

REPUBLIC

Rel. Date	CURRENT 1944-45	Prod. No.		
446	Along the Navajo Trail (W)F.Roy Rogers-Dale Evans.....	66..	12/15/45	.b12/15/45
420	A Sporting Chance (My)F....Jane Randolph-John O'Malley.....	55..	6/4/45	....b9/1/45
442	Bells of Rosarita (W)F.....Roy Rogers-Dale Evans.....	68..	6/19/45	...b5/19/45
429	Behind City Lights (D)F.....William Terry-Lynne Roberts.....	67..	9/10/45	...b9/22/45
421	Cheaters, The (CD)A.....J. Schildkraut-Billie Burke.....	87..	7/15/45	....b7/7/45
417	Chicago Kid (D)F.....Donald Barry-Lynne Roberts.....	68..	6/29/45	...b2/17/45
445	Don't Fence Me In (W)F.....Rogers-Evans-Hayes	71..	10/20/45	.b10/27/45
427	Fatal Witness (D)A.....Evelyn Ankers-Richard Fraser.....	60..	9/15/45	...b12/8/45
422	Gangs of the Waterfront (D)A.S. Bachelor-R. Armstrong.....	55..	7/3/45	....b8/11/45
419	Hitchhike to Happiness(DM)F.Al Pearce-Dale Evans.....	72..	7/15/45	...b4/28/45
424	Jealousy (D)A .....John Loder-Jane Randolph.....	71..	7/23/45	...b7/28/45
428	Love, Honor and Goodbye (CM)F .....Virginia Bruce-Edward Ashley.....	87..	9/15/45	...b9/15/45
443	Man From Oklahoma (MW)F..Roy Rogers-George "Gabby" Hayes.	68..	8/1/45	.....b8/4/45
431	Mexicana (CM)F .....Constance Moore-Tito Guizar.....	83..	11/15/45	.b11/24/45
423	Road to Alcatraz (My)F.....Robert Lowery-June Storey.....	60..	7/10/45	...b7/14/45
418	Steppin' in Society (CD)F....Ed. Everett Horton-G. George.....	72..	7/20/45	...b6/18/45
444	Sunset in El Dorado (W)F....Roy Rogers-Dale Evans.....	66..	9/20/45	...b9/29/45
426	Swingin' on a Rainbow (CM)F.Brad Taylor-Jane Frazee.....	72..	9/1/45	.....b9/1/45
425	Tell It to a Star (CM)F.....Ruth Terry-Robert Livingston.....	67..	8/16/45	...b8/18/45
430	Tiger Woman (My)A.....Kane Richmond-Lorna Gray.....	57..	11/15/45	.b12/22/45

Current 1945-46

508	A Guy Could Change (D)F....Allan Lane-Jane Frazee.....	65..	1/27/46	...b1/26/46
503	An Angel Comes to Brooklyn (CM)F .....Kaye Dowd-Robert Duke.....	70..	11/27/45	..b12/8/45
504	Captain Tugboat Annie (CD)F.Jane Darwell-Edgar Kennedy.....	70..	11/17/45	.b12/15/45
511	Crime of the Century.....Stephanie Bachelor-Michael Browne.	56..	2/28/46	...a12/1/45
505	Dakota (D)F .....John Wayne-Vera Hruba Ralston....	82..	12/25/45	.b11/10/45
502	Girls of the Big House (D)A.Lynne Roberts-Richard Powers.....	68..	11/2/45	...b11/17/45
510	Madonna's Secret, The (D)F..F. Lederer-A. Rutherford-G. Patrick	79..	2/16/46	...b2/23/46
501	Scotland Yard Investigator(D).E. von Stroheim-S. Bachelor.....	68..	9/30/45	...b10/13/45
506	Song of Mexico (M)F.....Adele Mara-Edgar Barrier.....	57..	12/28/45	.b11/24/45
507	Woman Who Came Back, The (D)A .....Nancy Kelly-John Loder.....	68..	12/13/45	.b12/29/45

COMING

513	A Strange Impersonation (D)F.Brenda Marshall-William Gargan...	68..	3/16/46	....b3/2/46
	Catman of Paris (H)A.....Carl Esmont-Lenore Aubert.....	56..		....b2/23/46
	Earl Carroll's Sketchbook.....Constance Moore-William Marshal.....			.....
	Fabulous Suzanne .....Barbara Britton-Rudy Vallee.....			.....
	French Key .....Albert Dekker-Evelyn Ankers.....			...a11/17/45
509	Gay Blades .....Allan Lane-Jean Rogers.....	67..	1/25/46	...a1/26/46
	Glass Alibi, The.....Maris Wrixon-Douglas Fowley.....			.....a3/2/46
	Ghost Goes Wild.....James Ellison—Ann Gwynne.....			.....
	Home on the Range.....Monte Hale-Adrian Booth.....			....a1/26/46
	Inner Circle .....Warren Douglas-Veda Ann Borg.....			.....
512	In Old Sacramento.....Constance Moore-William Elliott....	84..		.....
	I've Always Loved You.....Catherine McLeod-Philip Dorn.....			....a1/26/46
	Invisible Informer .....Linda Stirling-William Henry.....			.....
	Last Crooked Mile.....D. Barry-A. Savage-T. Powers.....			....a1/26/46
	Lonely Hearts Club.....Jane Withers-Jimmy Lydon.....			.....a3/2/46
	Man From Rainbow Valley....Monte Hale-Adrian Booth.....			.....
	Murder in the Music Hall (My)F .....Vera Hruba Ralston-W. Marshall...	84..		....b2/23/46
	My Pal Trigger.....R. Rogers-D. Evans-G. Hayes.....			.....
	Night Train to Memphis.....Roy Acuff-Allan Lane-Adele Mara.....			.....a1/5/46
	One Exciting Week.....Al Pearce-Arline Harris.....			.....a3/2/46
	Passkey to Danger.....Stephanie Bachelor-Adele Mara.....			.....a3/2/46
	Rainbow Over Texas.....Roy Rogers-Dale Evans.....			.....
447	Song of Arizona.....Roy Rogers-Dale Evans.....	68..	3/9/46	.....a3/2/46
	Specter of the Rose.....Michael Chekhov-Judith Anderson.....			.....a3/2/46
	Twisted Circle .....Adele Mara-William Frawley.....			.....
	Undercover Woman .....S. Bachelor-R. Livingston			...a12/22/45
	Valley of the Zombies.....Robert Livingston-Adrian Booth.....			...a11/10/45

Westerns (Current 1944-45)

456	Oregon Trail .....Sunset Carson-Peggy Stewart.....	56..	7/14/45	.....
455	Santa Fe Saddlemates (W)F..Sunset Carson-Linda Stirling.....	56..	6/2/45	....b6/23/45
466	Trail of Kit Carson (W)F....Allan Lane-Tom London.....	56..	7/11/45	....b8/18/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F.Sunset Carson-Peggy Stewart.....	55..	9/14/45	..b10/13/45
5307	Blue Mountain Skies.....Gene Autry-Smiley Burnette.....	56..	12/1/45	.....
565	California Gold Rush (W)F...Wild Bill Elliott-Bobby Blake.....	60..	2/4/56	....b3/2/46
553	Cherokee Flash (W)F.....Sunset Carson-Linda Stirling.....	64..	12/13/45	...b2/2/46
563	Colorado Pioneers (W)F.....Wild Bill Elliott-Bobby Blake.....	55..	11/14/45	...b1/5/46
554	Days of Buffalo Bill.....Sunset Carson-Peggy Stewart.....	56..	2/8/46	.....
5308	Gold Mine in the Sky.....Gene Autry	59..	1/15/46	....Reissue
5306	Guns and Guitars.....Gene Autry-Smiley Burnette.....	58..	10/15/45	....Reissue
562	Marshall of Laredo (W)F....Wild Bill Elliott-Bobby Blake.....	58..	10/7/45	..b11/17/45
561	Phantom of the Plains (W)F..Wild Bill Elliott-Bobby Blake.....	55..	9/7/45	..b10/13/45
552	Rough Riders of Cheyenne (W)F .....Sunset Carson-Peggy Stewart.....	56..	11/1/45	...b11/17/45
5305	Under Fiesta Stars.....Gene Autry-Smiley Burnette.....	61..	9/1/45	.....Reissue
564	Wagon Wheels Westward (W)F.Wild Bill Elliott-Bobby Blake.....	56..	12/21/45	...b1/19/46

REPUBLIC (Cont.)

Westerns (Coming)

		Mins.	Rel. Date	See Issue of
Alias Billy the Kid	Sunset Carson-Peggy Stewart			
Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			
El Paso Kid	Sunset Carson-Marie Harmon			
Red River Renegades	Sunset Carson-Peggy Stewart			
Santa Fe Uprising	Allan Lane-Martha Wentworth			
Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.				
523	Call of the Wild (D)F — C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A — William Bendix-Joan Blondell	75	June	b6/9/45
529	Nob Hill (Tech.) (DM)F — Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F — F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F — Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F — G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My)F — Fitzgerald-Hayward-Huston	97	Nov.	b1/19/46
616	A Walk in the Sun (D)F — Dana Andrews-Richard Conte	117	Mar	b12/1/45
622	A Yank in London — Anna Neagle-Rex Harrison	110	Mar	
620	Behind Green Lights (D)A — Carole Landis-William Gargan	64	Feb	b1/19/46
604	Captain Eddie (B)F — F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F — J. Dunn-Sheila Ryan	65	Sept	b7/12/45
610	Col. Effingham's Raid (CD)F — C. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
617	Doll Face (CM)F — C. Miranda-P. Como-V. Blaine	80	Jan.	b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F — B. Grable-J. Payne-J. Haver	114	Nov	b8/29/45
612	Fallen Angel (D)A — A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F — W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
618	Jesse James — T. Power-H. Fonda-N. Kelly	106	Feb	Re-release
603	Junior Miss (C)F — P. A. Garner-A. Joslyn	94	Aug	b6/16/45
614	Leave Her to Heaven (Tech.) (D)A — G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
619	Return of Frank James — Henry Fonda-Gene Tierney	92	Feb	Re-release
621	Sentimental Journey (D)F — M. O'Hara-J. Payne-W. Bendix	94	Mar	2/9/46
613	Spider, The (M)F — Richard Conte-Faye Marlowe	62	Dec	b10/13/45
615	Shock (D)F — Vincent Price-Lynn Bari	70	Feb	b1/19/46
607	State Fair (Tech.) (CM)F — D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F — D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B)F — A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell			a1/26/46
Black Beauty	Mona Freeman-Richard Denning			
Centennial Summer (Tech.)	Crain-Darnell-Bennett			a10/20/45
Claudia and David	Dorothy McGuire-Robert Young			
Cluny Brown	Charles Boyer-Jennifer Jones			a1/26/46
Dark Corner	Lucille Ball-William Bendix			a1/26/46
Deadline for Murder	Sheila Ryan-Kent Taylor			
Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James			a5/19/45
Dragonwyck (D)A	G. Tierney-V. Price-W. Huston	103		b2/23/46
It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn			
Johnny Comes Flying Home	Martha Stewart-Richard Crane			a1/5/46
Margie (Tech.)	Jeanne Crain-Alan Young			
Rendezvous 24	William Gargan-Maria Palmer			
Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes			a1/5/46
Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives			a10/6/45
Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis			a1/5/46
Strange Triangle	Signe Hasso-John Shepard			a1/26/46
Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne			a1/26/46
Wake Up and Dream	John Payne-June Haver			a6/9/45

UNITED ARTISTS

CURRENT

Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46	b1/19/46
Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
Diary of a Chambermaid (D)A	P. Goddard-B. Meredith	86	2/14/46	b2/2/46
Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12(8(44	b12/9/44
Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	3/15/46	b11 17 45
Outlaw, The	Jane Russell-Walter Huston		2/8/46	
Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45	b6/23/45
Whistle Stop (D)F	George Raft-Ava Gardner	85	1/25/46	b1/12/46

COMING

Angel on My Shoulder	P. Muni-A. Baxter-C. Rains			a2/9/46
A Night in Casablanca	Marx Bros.-Charles Drake			
A Scandal in Paris	G. Sanders-S. Hasso-C. Landis			a12/22/45
Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135		b12/22/45
Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten			
Fanny By Gaslight	James Mason-Phyllis Calvert			
Henry the Fifth	L. Olivier-R. Asherson			
Mr. Ace	George Raft-Sylvia Sidney			
Rebecca	L. Olivier-Joan Fontaine	130		Reissue
Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin			a2/9/46
Strange Woman, The	H. Lamarr-G. Saners-L. Hayward			
This Happy Breed	Robert Newton-Celia Johnson			
Young Widow (D)A	Jane Russell-Louis Hayward	100	3/1/46	b2/23/46

UNIVERSAL

CURRENT 1944-45

Prod. No.				
9044	Beautiful Cheat, The (C)F — Bonita Granville-Noah Beery, Jr.	59	7/29/45	b7/21/45
9042	Blonde Ransom — Virginia Grey-Donald Cook	68	6/15/45	a1/6/45
9037	East Side of Heaven — Bing Crosby	88	6/15/46	Re-release
9045	Easy to Look At (CM)F — Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A — Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9041	I'll Tell the World (C)F — Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life — Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A — B. Bryant-P. Brown-O. Kruger	63	6/29/45	b/16/45
9001	Lady of a Train — D .Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F — Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F — J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9043	Penthouse Rhythm (M)F — Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9075	Strange Affair of Uncle Harry (D)F — G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45

UNIVERSAL (Cont.)

CURRENT 1944-45

Prod. No.				
9014	That's the Spirit (C)F — P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/10/45
9025	Woman in Green, The (My)F — Basil Rathbone-Nigel Bruce	68	7/27/45	b6 23/45

Current 1945-46

516	Because of Him (CM)F — D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My)F — Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/3/45
510	Daltons Ride Rgain (W)F — A. Curtis-M. O'Driscoll-L. Chaney	72	11/23 45	b11/17/45
513	Frontier Gal (D)F — Y. DeCarlo-R. Cameron-A. Devine	84	12 21 45	b12 8 45
515	Girl on the Spot (D-M)A — Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H)A — Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
518	Idea Girl (C)F — Jess Barker-Julie Bishop	60	2/8/46	b2/2/46
520	Little Giant (C)F — Abbott-Costello	91	2 22 46	b3/2/46
502	Men in Her Diary (C)A — J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/15/45
512	Pillow of Death (My)A — L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F — B. Rathbone-N. Bruce	65	10/26/45	b10 27 45
503	River Gang (M)F — G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street (D)A — Ed. G. Robinson-Joan Bennett	102	12/21/45	b12 29/45
519	Seventh Veil (D)A — James Mason-Ann Todd	94	2/15/46	b11 10 45
501	Shady Lady (CM)F — S. Coburn-G. Simms-R. Paige	93	9/7/45	b9/8/45
505	Strange Confession (M)A — L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C)F — A. Jones-B. Granville	62	10/12/45	b10 20 45
517	Terror By Night (My)A — B. Rathbone-Nigel Bruce	60	2/1/46	b2/2/46
504	That Night With You (CM)F — F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9 22/45
508	This Love of Ours (D)F — Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

527	Blonde Alibi — Tom Neal-Martha O'Driscoll		4 12/46	a3/2/46
	Brief Encounter (D)A — Celia Johnson-Trevor Howard	95		b2/16/46
	Brute Man — Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.) — D. Andrews-B. Donlevy-S. Hayward			a10/6/45
532	Cat Creeps — Lois Collier-Noah Beery, Jr.		5 17 46	a1/26/46
	Dead of Night — Michael Redgrove-Googie Withers			
	Dressed to Kill — Rathbone-N. Bruce-P. Morison			a3/2/46
	Fandango (Tech.) — DeCarlo-Donlevy-Aumont			a2/9/46
525	House of Horrors — Kent Taylor-Virginia Grey	65	3 29 46	
	Inside Job — A. Curtis-A. Rutherford-P. Foster			
	Lesson in Love — G. Brent-L. Ball-V. Zorina			
	Little Miss Big — Fay Holden-Beverly Simmons			
534	Love Takes a Holiday — Joan Davis-Jack Oakie		5 31 46	
526	Madonna of the Seven Moons (D)A — P. Roc-P. Calvert-S. Granger	89	4/5/46	b1/26/46
	Notorious Gentlemen (D)A — Rex Harrison-Lilli Palmer	110		b2/16/46
531	She Wolf of London — Sara Haden-Una O'Connor	92	5 17/46	a1/5/46
521	Smooth As Silk — Kent Taylor-Virginia Grey		3/1/46	a1/26/46
528	So Goes My Love — Myrna Loy-Don Ameche		5/10/46	11/24/45
524	Spider Woman Strikes Back — G. Sondergaard-K. Grant-B. Joyce		3/22/46	a11/10/45
530	Strange Conquest — Jane Wyatt-Jess Barker			a3 2/46
522	Tangier — M. Montez-P. Foster-R. Paige			a11/10/45
	Wicked Lady (D)A — M. Lockwood-J. Mason-P. Roc	100		b1/12/46

Westerns (Current 1944-45)

9084	Renegades of the Rio Grande — Rod Cameron-Fuzzy Knight	57	6/1/45	4/19/46
9081	Riders of the Santa Fe (W)F — Rod Cameron-Eddie Dow	65	1/10/45	2/b23/46

Westerns (Current 1945-46)

1101	Bad Men of the Border — Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless — Kirby Grant-Fuzzy Knight	55	10/19/45	
1104	Gun Town — Kirby Grant-Fuzzy Knight	53	1/18/45	a12/22/45
1103	Trail to Vengeance — Kirby Grant-Fuzzy Knight	54	11/30/45	

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F — B. Stanwyck-D. Morgan	101	8/11/45	a7/21/45
418	Conflict (D)A — Humphrey Bogart-Alexis Smith	86	6/30/45	b6/16/45
419	Corn Is Green (D)A — Bette Davis-John Dall	114	7/21/45	b3/31/45
417	Pillow to Post (C)A — Ida Lupino-Sydney Greenstreet	92	6/9/45	b5/19/45

Current 1945-46

504	Born for Trouble — Van Johnson-Faye Emerson	57	10/6/45	Reissue
512	Burma Victory (Wa)A — Documentary	63	2/10/46	b12 22 45
513	Cinderella Jones (C)F — Joan Leslie-Robert Alda	88	3/9/46	b2/16/46
506	Confidential Agent (D)F — C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D)F — Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True — Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D)A — Joan Crawford-Jack Carson	111	10/20/45	b9 29 45
510	My Reputation (D)F — Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
501	Pride of the Marines (D)F — J. Garfield-E. Parker-D. Clark	119	9/4/45	b8/11/45
502	Rhapsody in Blue (M)F — Joan Leslie-Robert Alda	139	9/22/45	b6/30/45
509	San Antonio (Tech.) — Errol Flynn-Alexis Smith	110	12/29/45	b11/24/45
511	Three Strangers (D)A — Fitzgerald-Greenstreet-Lorre	92	2/15/46	b1/26/46
507	Too Young to Know (D)F — Joan Leslie-Robert Hutton	86	12/1/45	b11 17 45

COMING

	Appointment in Tokyo (Wa) — Documentary	54		b12 1 45
	A Very Rich Man — S. Greenstreet-M. Vickers-D. Clark			
	Beast With Five Fingers — R. Alda-A. King-P. Lorre			
	Big Sleep — H. Bogart-Lauren Bacall			a2/16/45
	Devotion (D)A — O. deHavilland-I. Lupino			a2/17/45
	Escape Me Never — E. Flynn-I. Lupino-G. Young			
	Her Kind of Man — Z. Scott-F. Emerson-D. Clark			a12/22/45
	Humeresque — J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married — Joan Leslie-Robert Hutton			a11/24/45
	Never Say Goodbye — Erroll Flynn-Eleanor Parker			a12/1/45
	Night and Day — C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever — J. Garfield-G. Fitzgerald			a2/10/45
	Of Human Bondage — P. Henreid-E. Parker-P. Knowles			a8/16/44
	One More Tomorrow — Ann Sheridan-Dennis Morgan			a11/26/44
	Open Verdict, The — S. Greenstreet-P. Lorre-J. Lorring			
514	Saratoga Trunk (D)A — Gary Cooper-Ingrid Bergman	135	3/30/46	b11/24/45
	Sentence, The — Ann Sheridan-Robert Alda			
	Shadow of a Woman — Andrea King-William Prince			a4/28/45
	Stolen Life — B. Davis-G. Ford-W. Brennan			a3/31/45
	The Man I Love — Ida Lupino-Robert Alda			a11/24/45
	The Time, the Place & the Girl (Tech.) — D. Morgan-J. Carson-J. Wyman			a12/1/45
	Two Guys From Milwaukee — Dennis Morgan-Joan Leslie			
	Two Mrs. Carrolls — H. Bogart-B. Stanwyck-A. Smith			a11/24/45

MISCELLANEOUS

	A Boy, a Girl and a Dog (D) — Harry Davenport-Sharyn Moffett	Film Clas		a10/4/44
	Adventure For Two (D)F — Laurence Olivier-Penelope Ward	89		b12 22 45
	Adventure In Music (M) — Jose Iturbi & Others	62		b5/27/44
	Battle for Music (Doc.)F — London Philharmonic	74	FourCents	b10 28 45
	Crainquebille (D)A — French Cast	59	Hoffberg	b10/28/44
	1812 (Hist.) — Russian Cast	95	Artkino	b9/16/44
	Fall of Berlin (Doc.)F	70	Artkino	b9 15 44
I	Know Where I'm Going (D)F — Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
	Love on the Dole (D)A — Deborah Kerr-Clifford Evans	89	FourCents	b10 28 45
	Strange Holiday (D)F — Claude Rains-Robbie Stebbins	57	Elite	b10/27/45

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Army Brat	MGM
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
Avalanche	PRC
A Very Rich Man	WB
A Walk in the Sun	20th-Fox
A Yank in London	20th-Fox

B

Title	Company
Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Bottle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Behind the Mask	Mono.
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie's Rendezvous	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brief Encounter	Univ.
Brute Man	Univ.
Burma Victory	WB
But Not Goodbye	MGM

C

Title	Company
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
Child of Divorce	RKO
China's Little Devils	Mono.
Cinderella Jones	WB
Claudia and David	20th-Fox
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Colorado Serenade	PRC
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime in the Night	PRC
Crime of the Century	Rep.
Crime School	WB
Cross My Heart	Para.
Crimson Canary	Univ.

D

Title	Company
Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Danger Street	Para.
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Alibi	Mono.
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devil's Mask	Col.
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Don't Gamble with Strangers	Mono.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Dressed to Kill	Univ.
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Title	Company
Earl Carroll's Sketchbook	Rep.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Escape Me Never	WB
Experiment Perilous	RKO

F

Title	Company
Fabulous Suzanne	Rep.
Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fandango	Univ.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Texan	Mono.
First Yank Into Tokyo	RKO
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
French Key	Rep.
From This Day Forward	RKO
Frontier Fend	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Title	Company
Gallant Journey	Col.
Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
Ghost Goes Wild	Rep.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Title	Company
Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do	PRC
Humoresque	WB

I

Title	Company
Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Fast Company	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Inside Job	Univ.
Inner Circle	Rep.
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Title	Company
Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Title	Company
Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Title	Company
Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Lesson in Love	Univ.
Let 'Em Have It	Astor
Life With Blondie	Col.
Lighting Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Little Miss Big	Univ.
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Title	Company
Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man From Rainbow Valley	Rep.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Margie	20th-Fox
Marked Trails	Mono.
Marshall of Laredo	Rep.
Marshall of Reno	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Mr. Ace	UA
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Pal Trigger	Rep.
My Reputation	WB
Mysterious Intruder	Col.

N

Title	Company
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentlemen	Univ.
Notorious Lone Wolf	Col.

O

Title	Company
Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One Life Too Many	Col.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
O.S.S.	Para.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of the World	Para.
Over 21	Col.

P

Title	Company
Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Penthouse Rhythm	Univ.
Peaple Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Perils of Pauline	Para.
Phantom of the Desert	Col.
Phantom of the Plains	Rep.
Phantom Thief	Col.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Title	Company
Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Red River Renegades	Rep.
Rendezvous 24	20th-Fox
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dan	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Title	Company
Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Santa Fe Uprising	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Sheck	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Silver City Kid	Col.
Silver Fleet	PRC
Sinbad the Sailor	RKO
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
Smooth As Silk	Univ.
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Steppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love of Martha Ivers	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Suddenly It's Spring	Para.
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Threw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Good to Be True	Para.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Twisted Circle	Rep.
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Years Before the Mast	Para.

U

Undercover Woman	Rep.
Underdog, The	PRC
Under Arizona Skies	Mono.
Unseen, The	Para.
Up Goes Maisie	MGM

V

Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA
You Were There	MGM

Z

Ziegfeld Follies of 1946	MGM

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn That Texas Jamboree Walls Came Tumbling Down Night Editor Phantom Thief	Pardon My Past Gilda Mysterious Intruder Devil's Mask One Life Too Many	Story of Jolson Gallant Journey
METRO	Ziegfeld Follies Hold High the Torch Up Goes Maisie Postman Always Rings Twice Bad Bascomb Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Army Brat	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Hoodlum Saint Last Chance Holiday in Mexico Green Years Time for Two Three Wise Fools But Not Goodbye Faithful In My Fashion	Yearling, The Till the Clouds Roll By Fiesta You Were There The Show-Off
MONO.	Black Market Babies Live Wires Red Dragon Joe Palooka, Champ Gay Cavalier	Strange Mr. Gregory Junior Prom Behind the Mask In Fast Company	Don't Gamble with Strangers
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town Too Good to Be True	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The They Made Me a Criminal Strange Love of Martha Ivers Ladies Man California	Searching Wind Perfect Marriage O.S.S. Danger Street Perils of Pauline Suddenly It's Spring
PRC	Wife of Monte Cristo Devil Bat's Daughter	Once And For All Murder Is My Business	Avalanche Crime in the Night
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass Notorious Sister Kenny Crack-Up Double Trouble	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder Till the End of Time Without Reservations Step By Step	Desirable Woman A Likely Story Sinbad the Sailor Child of Divorce
REP.	Crime of the Century French Key Murder in the Music Hall Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile In Old Sacramento Glass Alibi Man From Rainbow Valley Inner Circle Ghost Goes Wild	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger	My Pal Trigger Twisted Circle Fabulous Suzanne Fabulous Suzanne Earl Carroll's Sketchbook
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home Black Beauty Dark Corner Rendezvous 24 It Shouldn't Happen to a Dog	Smoky Wake Up and Dream Do You Love Me? Somewhere in the Night Strange Triangle Cluny Brown Shocking Miss Pilgrim	Three Little Girl In Blue Anna and the King of Siam Margie Claudia and David Deadline for Murder
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Duel in the Sun Sin of Harold Diddlebeck Fanny by Gaslight	Strange Woman Mr. Ace Angel on My Shoulder
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl Smooth As Silk	Seventh Veil Wicked Lady Dressed to Kill	Dead of Night Fandango Little Miss Big Notorious Gentlemen Inside Job Lesson in Love
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo Beast With Five Fingers Two Guys From Milwaukee	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict Escape Me Never	Humoresque Sentence, The A Very Rich Man

NEW PICTURES STARTED LAST WEEK

Eight pictures started at six studios last week. A year ago last week five pictures went before the cameras. Last week's starters:

COLUMBIA

Gallant Journey—Principals: Glenn Ford, Janet Blair, Henry Travers. Director, William A. Wellman.

MONOGRAM

Don't Gamble With Strangers—Principals: Kane Richmond, Bernadene Hayes, Peter Cookson. Director, William Beaudine.

The Fighting Texan—Principals: Johnny Mack Brown, Raymond Hatton, Reno Blair. Director, Lambert Hillyer.

PRC

Crime in the Night—Principals: Hugh Beaumont, Cheryl Walker. Director, Sam Newfield.

REPUBLIC

Santa Fe Uprising—Principals: Allan Lane, Martha Wentworth, Bobby Blake. Director, R. G. Springsteen.

20th-FOX

Deadline for Murder—Principals: Sheila Ryan, Kent Taylor, Paul Kelly, Jerome Cowan. Director, James Tinling.

UNIVERSAL

Inside Job—Principals: Alan Curtis, Ann Rutherford, Preston Foster. Director, Jean Yarbrough.

Lesson in Love—Principals: George Brent, Lucille Ball, Vera Zorina. Director, William Seiter.

TITLE CHANGES

"Easy Come, Easy Go" (Para.) now TOO GOOD TO BE TRUE.
"Boston Blackie's Private Ghost" (Col.) now THE PHANTOM THIEF.

SHORTS Booking GUIDE

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES

7404	A Bird in the Head		17	
7434	A Hit With a Miss	Good	16	.. 3/ 2/46
7432	A Miner Affair	Poor	18½	..11/10/45
7403	Beer Barrel Polecats		17	
7436	Blonde Stayed On, The		16½	
7423	Calling All Fibbers		16½	
7422	Dance, Dunce, Dance!	Funny	18½	..10/27/45
7433	High Blood Pleasure		19	
7425	Hiss and Yell		18	
7401	If a Body Meets a Body		18	
7421	Mayor's Husband, The	Funny	16	..11/10/45
7402	Micro-Phonies		17	
7437	Mr. Noisy		16½	
7435	Spook to Me	Funny	17	.. 3/ 2/46
7405	Uncivil War Birds		17	
7409	Vine, Women and Song (Billy Vine)		22½	
7424	When the Wife's Away		17	
7431	Where the Pest Begins		17	

COLOR RHAPSODY

7501	River Ribber		6	

COMMUNITY SINGS

5657	Christmas Carols		10½	.. Re-Sale
7651	No. 1 (Leibert) Cowboy Hit Tunes	Good	9½	..11/17/45
7652	No. 2 (Baker) You Belong to My Heart		10	
7653	No. 3 (Don Baker) Dream	Fair	10	.. 3/ 2/46
7654	No. 4 (Baker) Good, Good, Good	Fair	11	.. 2/23/46
7655	No. 5 (Leibert) No Can Do		10	
7656	No. 6 (Baker) That Feeling in the Moonlight		9	
7657	No. 7 (Leibert) Chickery Chick			

FILM VODVIL

7951	Milt Britton & Band		11	
7952	Randy Brooks & Orch		10½	
7953	Morale's Copacabana Orchestra	Excellent	11	.. 2/23/46
7954	Three Sets of Twins		10	

FLIPPY

7601	Catnipped	Amusing	7½	.. 3/ 2/46

FOX & CROW

7751	Phoney Baloney		7	

PANORAMICS

7902	Strange Hunger			
7901	The Magic Stone		10	

PHANTASIES

7701	Simple Siren		6½	

SCREEN SNAPSHOTS

7851	No. 1 (25th Anniversary Special)		9	
7852	No. 2 (Harlow Wilcox & H. Von Zell)		10	
7853	No. 3 (Fashions, Rodeo, etc.)	Interesting	9	.. 2/23/46
7854	No. 4 (Hollywood Celebrations)	Interesting	9	.. 2/23/46
7855	No. 5 (Movie Stunt-men & Doubles)		9	
7856	No. 6 (Wendell Niles and Prindle)		9½	
7857	No. 7 (Victory Show)			

SPORT REELS

7801	Champion of the Cue		7½	
7802	Puck Chasers		10	
7803	Cadet Cagers		8½	
7804	Mermaids' Paradise		9½	
7805	Rasslin' Romeos		9½	
7806	Canine Champion			

SERIALS

7141	Hop Harrigan	15 Chaps.		
7120	Jungle Raiders	15 Chaps.		
7140	Who's Guilty?	15 Chaps.		

METRO-GOLDWYN-MAYER 1945-46

CARTOONS

W-731	Flirty Birdy		7	
W-733	Quiet Please			
W-732	Wild and Woolfy		8	

TRAVELTALKS

7-714	Glimpses of Guatemala			
T-713	Land of Mayas			
T-712	Merida and Campeche	Good	8	..12/ 1/45
T-711	Where Time Stands Still	Good	9	..12/ 1/45

MGM SPECIALS

A-701	A Gun in His Hand		19	
A-702	Purity Squad	Excellent	20	..11/24/45

PETE SMITH SPECIALTIES

S-756	Badminton	Good	9	.. 1/ 5/46
S-753	Bus Pests	Funny	10	.. 1/ 5/46
S-757	Fala at Hyde Park	Interesting	11	.. 1/26/46
S-571	Football Thrills of 1944	Excellent	8	..12/ 1/45
S-755	Gettin' Glamor		9	
S-752	Guest Pests	Very Funny	9	.. 1/19/46
S-754	Sports Sticklers			

PASSING PARADE

K-774	Golden Hunch	Excellent	10	.. 2/ 9/46
K-771	Great American Mug	Very Good	10	..11/24/45
K-773	People on Paper	Excellent	11	12/ 1/45
K-775	Magic on a Stick			
K-776	Our Old Car	Nostalgic	10	.. 1/26/46
K-772	Stairway to Light	Good	10	..11/24/45

MGM MINIATURE

M-781	Strange Destiny	Good	10	.. 1/26/46
M-782	Spreadin' the Jam	Fair	10	..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS

U5-1	Jasper and the Beanstalk	Good	8	..10/27/45
U5-2	My Man Jasper			
U5-3	Olio for Jasper			

LITTLE LULU

D5-1	Man's Pest Friend	Good	8	.. 2/ 9/46
D5-2	Bargain Counter Attack			

NOVELTOONS

P5-1	Friendly Ghost	Very Good	7½	.. 2/23/46
P5-2	Cheese Burglar			

MUSICAL PARADES

FF5-1	Little Witch	Very Good	20	..11/10/45
FF5-2	Naughty Nanette	Entertaining	20	.. 2/16/46
FF5-3	College Queen			

POPEYE

E5-1	House Tricks			
E5-2	Peep in the Deep			
E5-3	Service With a Guile			
E5-4	Klondike Casanova			

POPULAR SCIENCE

J5-1	No. 1	Interesting	10	..11/17/45
J5-2	No. 2	Interesting	10	.. 2/16/46
J5-3	No. 3		10	
J5-4	No. 4			

SPEAKING OF ANIMALS

Y5-1	Animal-ology	Very Funny	9	..11/ 3/45
Y5-2	Hillbillies	Very Good	9	.. 2/23/46
Y5-3	In the Post-War Era			
Y5-4	(Untitled)			

SPORTLIGHTS

R5-1	What a Picnic	Interesting	9	..10/18/45
R5-2	Paddle Your Own	Good	9	..11/17/45
R5-3	Running the Team	Good	9	.. 2/23/46
R5-4	Good Dog			
R5-5	Dixie Pointers			
R5-6	Rhythm on Blades			
R5-7	Testing the Experts			
R5-8	(Untitled)			

UNUSUAL OCCUPATIONS

L5-1	No. 1	Interesting	10	.. 2/16/46
L5-2	No. 2		10	
L5-3	No. 3		10	
L5-4	No. 4			

RKO RADIO 1945-46

DISNEY CARTOONS

64103	A Knight for a Day		7	
64101	Canine Patrol		7	
63403	Trouble Or Nothing		18	
64102	Old Sequoia	Funny	7	..10/13/45

EDGAR KENNEDY

63401	Big Beef, The	Good	17	..11/24/45
63402	Mother-in-Law's Day		18	
63403	Trouble or Nothing	Funny	18	.. 2/16/46

FLICKER FLASHBACKS

64201	No. 1	Funny	7	..11/17/45
64202	No. 2	Funny	7	.. 1/26/46
64203	No. 3	Amusing	7	.. 2/ 9/46
64204	No. 4		8	
64205	No. 5		7	

HEADLINER REVIVALS

63201	The Derby Decade		22	
63202	Russian Dressing		18	
63203	Twenty Girls and a Band		18	

LEON ERROL

63701	Beware of Redheads		17	
63702	Maid Trouble	Funny	18	.. 2/23/46
63703	Oh, Professor Behave		18	

RAY WHITLEY WESTERN MUSICALS

63501	Western Welcome		18	
63503	Ranch House Romeo		17	
63502	Sagebrush Serenade		19	
63504	Rhythm Wranglers		19	

SPECIAL

671	The House I Live In	Excellent	10	..10/13/45

SPORTSCOPES

64304	Arcaro Up	Fair	8	.. 2/ 9/46
64301	Athletic Items	Good	8	..11/24/45
64302	Battling Bass	Good	8	..11/17/45
64303	Ten Pin Titans	Good	8	.. 2/ 9/46
64307	Quarter Horses		8	
64305	Ski Master		8	
64306	Winning Basketball		8	

THIS IS AMERICA

63102	T. V. A.	Interesting	18	.. 1/26/46
63101	Airline to Everywhere	Excellent	17	.. 1/ 5/46
63103	Great Lakes	Excellent	16	.. 2/16/46
63104	Report on Japan		19	

WAR ACTIVITIES

	Here Come the Yanks	Interesting	10	..10/13/45

20th CENTURY-FOX 1945-46

MOVIETONE ADVENTURE

6260	Across the Great Divide			
6258	Along the Rainbow Trail			
6254	Bountiful Alaska		8	
6259	Cradle of Liberty			
6253	China Carries On			
6256	Louisiana Springtime		8	
6257	Lost Lake			
6252	Magic of Youth			
6251	Memories of Columbus			
6255	Song of Sunshine		8	

SPORTS REVIEWS

6353	Diving Dandies			
6355	Golden Horse			
6301	Pins and Cushions	Interesting	8	.. 3/ 2/46
6351	Ski Aces	Excellent	8	.. 2/23/46
6352	Time Out For Play		8	
6354	Sea Sirens			

TERRYTOONS

6506	Bad Bill Bunion	Funny	7	.. 3/ 2/46
6517	Dinky Finds a Home		7	
6511	Fortune Hunters		7	
6502	Fox & the Duck			
6520	Golden Hen		7	
6514	It's All in the Stars		7	
6518	Johnstown Flood		7	
6501	Mighty Mouse in Gypsy Life		6	
6506	Mighty Mouse Meets Bad Bill Bunion		7	
6508	Mighty Mouse in Krakatoa		7	
6513	My Old Kentucky Home		7	
6519	Peace-Time Football		7	
6503	Swooning the Swooners			
6510	Svengali's Cat	Amusing	7	.. 3/ 2/46
6509	Talking Magpies		7	
6507	The Exterminator		7	
6515	Throwing the Bull		7	
6516	Trojan Horse		7	
6504	Watch Dog			
6512	Wicked Wolf		7	
6505	Who's Who in the Jungle	Good	7	.. 3/2/46

MARCH OF TIME

1	Palestine Problem	Informative	17	.. 9/15/45
2	American Beauty	Interesting	18	
3	18 Million Orphans	Excellent	17	..11/ 3/45
4	Justice Comes to Germany	Impressive	21	..11/24/45
5	Challenge to Hollywood	Interesting	18	.. 1/ 5/46
6	Life With Baby	Very Good	20	.. 2/ 2/46
7	Report on Greece	Very Good	19	.. 3/ 2/46

UNIVERSAL 1945-46

ANDY PANDA CARTOONS

1322	Apple Andy	Good	7	.. 2/16/46
1323	Mousie Come Home			
3118	The Poet and Peasant	Very Good	7	..10/27/45

NAME BAND MUSICALS

1304	Cuban Madness			
1301	Solid Senders	Very Good	15	..11/24/45
1302	Hot and Hectic			
1306	Melody Stampede	Good	15	.. 1/26/46
1381	Sing and Be Happy	Very Good	10	.. 3/ 2/46
1307	Swing High, Swing Sweet	Entertaining	15	.. 3/ 2/46
1303	Syncho-Smooth Swing	Good	15	.. 2/23/46
1305	Tin Pan Alley Tempos	Fair	15	.. 2/23/46

PERSON-ODDITY

1361	Gabriel Heatter Reporting	Interesting	9	..11/17/45
1362	Hill-Billy Artist	Interesting	9	..10/27/45
1366	Maestros of the Comics	Interesting	9	.. 3/ 2/46
1363	Paper Magic	Interesting	9	..11/10/45
1364	Pottery Poets	Good	9	..12/ 1/45
1365	Front Line Artists	Good	9	..12/ 1/45

SERIALS

	Lost City of the Jungle			
	Royal Mounted Rides Again	Actionful	19	.. 1/19/46
	Scarlet Horseman			
	Secret Agent X-9			

TECHNICOLOR CARTOONS

1321	Loose Nut			
1322	Poet & Peasant		7	

VARIETY VIEW

1342	Go North	Very Good	9	..10/13/45
1364	Grave Laughter	Amusing	9	..11/24/45
1344	Doctor of Paintings			
1345	Jungle Capers	Amusing	9	.. 2/23/46
1341	Queer Birds	Interesting	9	..11/10/45

VITAPHONE-WARNER BROS. 1945-46

BLUE RIBBON CARTOONS

2303	The Good Egg			
2305	Little Lion Hunter			
2302	Lyin' Mouse			
2301	Sunbonnet Blue		7	
2304	Trial of Mr. Wolf			

FEATURETTES

(2101	Barbershop Ballads	Fair	20	.. 8/25/45
2102	Star in the Night	Outstanding	20	..10/27/45
2103	All Star Musical Revue	Entertaining	20	..12/ 1/45
2104	Good Old Corn	Good	20	..12/ 1/45
2106	Hitler Lives?	Excellent	20	.. 1/ 5/46
2105	Musical Shipmates			

MELODY MASTERS

2601	Spade Cooley, King of Western Swing	Excellent	10	.. 8/25/45
2605	Headline Bands	Very Good	10	.. 3/ 2/46
2602	Here Comes the Navy Bands	Fair	10	..10/13/45
2606	Jan Savitt & His Band			
2603	Musical Novelties	Fair	10	..11/17/45
2604	Music of the Americas	Good	10	..12/ 1/45

SPECIAL

2901	The Nine Hundred	Outdated	10	..10/27/45

SPORTS PARADE

1512	Days of '76	Interesting	10	.. 3/ 2/46
1513	Cavalcade of Archery	Good	10	.. 3/ 2/46
2501	Sports Go to War	Outdated	10	..10/13/45
2502	Holiday on Horseback			
2503	Michigan Ski-Daddle			
2505	Snow Eagles			
2504	With Rod & Gun in Canada			

TECHNICOLOR ADVENTURES

2801	Fashions for Tomorrow		10	
2802	In Old Santa Fe			
2803	All Aboard			

TECHNICOLOR SPECIALS

2001	Frontier Days	Good	20	
2002	Forest Commandos			
2003	Movieland Magic			

VITAPHONE VARIETIES

2401	Alice in Jungleland	Interesting	10	11/17/45
2402	Miracle Makers		10	
2405	Peeks at Hollywood	Interesting	10	3/ 2 46
2404	So You Think You're Allergic	Fair	10	1/19 46
2403	Story of a Dog	Interesting	10	8/25/45

ADVANCE DOPE

LOVE TAKES A HOLIDAY (Univ.) **Comedy-Drama. Principals:** Joan Davis, Jack Oakie, Mischa Auer. **Director,** Charles Lamont. **Plot:** The wife of a college dean has written a risque best-seller under an assumed name and she asks a young girl to collect the royalty check for her. While doing this, the girl meets and falls in love with a young engineer. Then she has an auto accident which causes amnesia and leaves her believing she is the authoress of the best-seller. When her memory is restored, all complications are ironed out for her and her sweetheart.

DESIRABLE WOMAN (RKO) **Drama. Principals:** Joan Bennett, Robert Ryan, Charles Bickford. **Director,** Jean Renoir. **Plot:** A good-looking Coast Guard officer with war-shattered nerves falls in love with a girl who is married to a blind man. The officer senses their relationship of hatred and fear and gradually, with the help of her crafty suggestions, he almost murders the blind man. But the officer discovers that she is treacherous and he chooses a less glamorous, more understanding girl who loves him.

RAINBOW OVER TEXAS (Rep.) **Western. Principals:** Roy Rogers, Dale Evans, George "Gabby" Hayes. **Director,** Frank McDonald. **Plot:** While Roy Rogers is on a tour, he meets a beautiful young girl disguised as a boy, running away from her tycoon father who wants to forget that he ever was a Texas cowboy and had a town named for him there. The girl helps Rogers foil the crooked element in the town and win the Pony Express Race in spite of the villains' attempts to disqualify him. Roy and the millionaire father become friends and it looks like romance for the singing cowboy and the girl.

ESCAPE ME NEVER (WB) **Drama. Principals:** Errol Flynn, Ida Lupino, Eleanor Parker, Gig Young. **Director,** Peter Godfrey. **Plot:** This is the story of two sons of a famous Italian painter. One is a nice, quiet, hard-working artist; the other, though just as talented, not quite so settled. The quiet one is in love with the daughter of a rich English family; the other runs around with a gamin who is madly in love with him. Complications arise when the four meet and the English girl is intrigued with the ne'er-do-well, but everything rights itself eventually.

MYSTERIOUS INTRUDER (Col.) **Mystery. Principals:** Richard Dix, Barton MacLane, Nina Vale. **Director,** William Castle. **Plot:** An old music store owner visits a private investigator in the hope of locating a young girl who is heir to a fortune in antiques, unknown to her. During their search, they run into a gang of crooks who are also after the treasure and who resort to murder to do away with the girl. The fight for the treasure comes to a climax in the cellar of the music store, where the crooks are rounded up by police.

THE VERDICT (WB) **Drama. Principals:** Sydney Greenstreet, Peter Lorre, Joan Lorring. **Director,** Don Siegel. **Plot:** An innocent man is hanged for murder on circumstantial evidence presented by the Superintendent of Scotland Yard. When the tragic mistake comes to light, the Superintendent is replaced by another man. Then his best friend is accused of murder and convicted on circumstantial evidence. The ex-Superintendent watches his successor fumble the case, and at the last moment, comes up with a surprise solution to save the life of his friend.

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Motion Picture Industry

MARCH 20 to 26

NATIONAL *Screen* SERVICE

PRIZE BABY OF THE INDUSTRY

SHOWMEN'S TRADE REVIEW

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THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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MARCH 16, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher

THE LIBRARY OF CONGRESS SERIAL RECORD MAR 29 1946



Byron Price (See Page 4)

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Your Help Needed! Red Cross Drive—Mar. 20-26

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EDITORIAL PAGE

CURRENT OBSERVATIONS

During the time we were away from the office last month, Sol Schwartz was promoted to the post of General Manager of RKO Theatres, a position of great importance and one which Sol richly deserved.

These promotions from within the ranks of an organization should be a real incentive for theatremen everywhere who aspire to climb the ladder of success and they certainly confound the pessimists who insist that to win promotion you have to marry the boss' daughter.

Our congratulations—even though a bit tardy—go to Sol and with them the hope that he does as good a job in the future as he has done in the past.

* * *

The habit of the picture companies to boast about the fantastic profits they make is one of the greatest dangers facing the industry.

It not only attracts the wrong kind of reaction from the lawmakers—federal, state and municipal—but the various unions connected with the industry, too, feel justified in making tremendous demands. And you can't blame them.

Even more important is the fact that it attracts too much attention from sources definitely antagonistic to our interests.

TAC might give this some careful thought and attention at their meeting in St. Louis.

* * *

Threat of a walkout of theatre managers of a national circuit again brings to the fore the pro and con arguments as to whether managerial work in movie theatres can be classed with other forms of work.

One of the union's demands is for a forty-eight hour week. Now we certainly never subscribed to the theory that a theatre manager should work fifteen hours a day, seven days a week. But on the other hand if a man is looking for a forty to forty-eight hour a week job he shouldn't enter showbusiness.

Theatre managers must make up their minds whether they want a routine job or what is required of a man who runs a theatre. The very nature and set-up of our business, as we view it, precludes anything resembling a small limited number of hours a week.

Long before there was even a whisper of unionizing managers this writer strongly advocated the six-day week and a schedule that cut down the old practices that resulted in some managers working seventy-odd hours a week even on a six-day basis.

The man who operates a motion picture theatre has a great many responsibilities and some of those responsibilities just cannot be relegated to an inexperienced assistant or some other of the staff. To do his job efficiently and effectively he has to supervise a great deal of the theatre's routine himself.

Such a job, if well done, requires his presence during the greater portion of the day with reasonable time off for his lunch and dinner. We don't see how it can be done in any eight-hour period unless a new concept is to come into being whereby all theatres employ two separate managers. This is economically unsound and would result in a condition that would be against the best interests of the men in those jobs.

There must be a reasonable and sensible solution to the problem. Especially in the larger houses that can afford a good assistant manager who can take over certain duties and responsibilities.

We hope someone finds the answer without resorting to unreasonable demands, strikes or lockouts.

* * *

Just about this time, prior to the beginning of any national drive, we have asked our readers whether they have completed their campaigns and are ready for the opening gun.

This is no exception. The annual Red Cross Drive starts on the 20th (with slight variations depending on policy-opening days) and so, once again, we ask if your arrangements are complete and your theatre ready to help make this first, post-war, Red Cross Drive the success your industry asks for.

The national committee has worked out every conceivable aid in the way of a campaign book, accessories, trailers, cooperative services for collections and every other kind of help a theatreman should have to round out a successful campaign.

How much you put these materials and aids to use is entirely in your hands and at your discretion. We only hope you are not going to let down this very worthy cause and your industry's pledge to back it up.

—"CHICK" LEWIS

NATIONAL NEWSREEL

That Ought to Make It 100%

Successful court cases are more effective from the government's viewpoint in motion picture matters than such legislation as the Neely bill, Attorney General Tom Clark declared in Washington this week.

Clark was reported as saying that block booking legislation and the like would interfere with the Department of Justice's anti-trust cases which are now pending.

SEG Call for Closed Shop Jars Quiet on Labor Front

Despite the announced demand of Screen Extras Guild for a closed shop, the film industry's labor front presented a picture of generally amicable agreement late this week as contract settlements were made with front office workers, and several East coast laboratory worker and "back room" employe deals either closed or reported about to be closed.

Remaining unsettled and offering possibilities of trouble were:

An almost certain jurisdictional fight in Hollywood between the Screen Publicists' Guild and the Motion Picture Studio Publicists' Guild which was recently chartered by the IATSE.

Efforts of the Screen Extras' Guild, which recently won the right to bargain for the extras in a National Labor Relations Board election, to procure salary increases, closed shop and changes in working conditions. The Guild has engaged Attorney Lawrence W. Beilenson to negotiate for it.

The record of settlement included:

A national agreement reached in New York between all exchanges and the front office employes which sets a 40-hour week but allows for overtime which may be necessary for Saturday skeleton exchange operations. This was the only point of dispute in a contract which had otherwise been agreed upon several months ago.

Wage Boost for Exchange Help

The new contract, which expires Nov. 30 1947, calls for a 15 per cent salary increase, 10 per cent of which will be retroactive from Dec. 1, 1944 and the full 15 per cent retroactive from Dec. 1, 1945.

In St. Louis the exchange and back room employes of Local B1, IATSE-AFL affiliate, this week concluded an increased pay 40-hour week contract. (Similar agreements were reported reached in Chicago and were said to be ready for signing in Salt Lake City, Minneapolis and other exchange centers.)

The St. Louis agreement is said to provide for a 15 per cent retroactive pay increase from Dec. 1, 1944 to Nov. 30, 1945 when the newly negotiated contract expires.

In addition back room employes receive the following retroactive pay increases: 10 per cent for the period of Dec. 1, 1944 to Nov. 30, 1945; 5 per cent for the period of Dec. 1, 1943 to Nov. 30, 1944. The working week is fixed at 5 days, 40 hours. The agreement was negotiated by B1 Business Agent Betty Wendt with Harry D. Buckley, United Artists exchange operations head, and F. T. Murray, Universal exchange operations chief, representing all major distributors.

In New York, Local 702, Motion Picture Laboratory Technicians' Union (IATSE-AFL) and the film processors on the East coast reached an agreement which calls for a $5 weekly wage increase for all workers, a compromise on the original union demand for $10 weekly.

The increase effects over 1500 laboratory workers at Paramount News, Paramount's Astoria studios, DeLuxe, Consolidated, Ace, Du-Art, Film Service, Mecca, Mercury, Vitagraph, National Screen Service and Precision. Local 702 president John Francavilla represented the union.

MPSP in Membership Drive

What promises to be the source of disagreement in Hollywood is the jurisdictional claims of the Screen Publicists' Guild and the Motion Picture Studio Publicists, the latter of which recently received an IATSE charter and is now campaigning for members.

The Guild claims that it has been offered an AFL charter by AFL President William Green and that the action of the IATSE in chartering the rival organization is contrary to AFL policy. A wire of protest has been sent to Green. Meanwhile, both sides are apparently appealing to the National Labor Relations Board to hold an election to determine who shall represent the publicists.

New York's RKO Theatre managers strike was held in abeyance this week awaiting a meeting between the circuit, the Motion Picture Theatre Operating Managers and Assistant Managers' Guild and a representative of the New York state mediation board.

The managers had voted to strike if RKO continued to ignore an alleged NLRB directive shortening hours and increasing pay. But a union spokesman said the strike would be the last resort.

The managers claim the NLRB granted them a 48-hour week with salaries ranging from $85 to $140 a week for managers and from $40 to $75 a week for assistant managers.

Midwest Exhibitors Call Meeting to Discuss TAC

A special meeting of the Motion Picture Theatre Owners of St. Louis, eastern Missouri and southern Illinois, to determine whether or not the association will participate in the forthcoming Theatre Activities Committee organization meet, has been set for March 18 in St. Louis, according to MPTO President Fred Wehrenberg.

Curb on U. S.-Canada Theatre Building Looms

Restriction or possible curtailment of theatre construction appeared to be a certainty in the United States and a possibility in Canada this week as reports from both Washington and Toronto pointed out that housing shortages were acute and too much labor and material was going into commercial construction.

In Washington a stringent order, intended to force approximately two-thirds of the available building materials into residential construction, was reported drawn up in the offices of the Civilian Production Administration and the National Housing Agency. The bill would specifically require anyone wishing to construct an amusement edifice to show that it was needed by the community.

In Canada the situation seems largely in the talk stage, with the Canadian Legion complaining that there is too much commercial construction and too little veteran housing. Hearn Nichols, Toronto construction contractor and past President of the Legion, recently complained publicly that there was too much building of "places of pleasure such as theatres, clubs or churches."

His words accompanied reports of government action at Ottawa where a study of the situation is under way and a government ruling is expected.

85 Million Saw Trailer

According to headquarters of the National Committee an estimated 85 million people saw the American Brotherhood trailer produced by David O. Selznick and shown in 10,000 theatres of the U. S. during American Brotherhood Week last month.

Byron Price

(The Man on the Cover)

Vice-president of the Motion Picture Association of America in charge of the Hollywood office who this week was complimented by his chief, Eric A. Johnston, for his work on the Association's labor relations work and the improving picture developing studio-union relations in Hollywood. Price served with great distinction as head of the government's press censorship program during the war. He has had a long and successful career in the newspaper field, rising to the post of general news editor of the entire Associated Press system after rejoining AP in 1919 following his service in World War I as an infantry officer. His first connection with the Associated Press was in the Southern division at Atlanta in 1912. Later he was sent to New Orleans as chief correspondent of the AP bureau there and transferred in 1914 to the night copy desk of AP in Washington.

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SHOWMEN'S TRADE REVIEW

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NATIONAL NEWSREEL

Hikes Prices, Spanked

The Vancouver State was fined $200 this week for a breach of Canadian price regulations alleged to have occurred when the house raised its admission five cents over the ceiling price. Theatre plays pictures and burlesque.

Get More Foreign Trade, Urges Eric Johnston

Pointing out that there is a vast market for American films in such practically untapped fields as Egypt, India, the Middle East and China, Motion Picture Association President Eric Johnston this week declared in Hollywood that the industry must aim toward increasing its foreign business to 50 per cent of the total industry revenue instead of the past 35 per cent.

Johnston said his office would soon appoint a labor contact man, and in this connection, praised the work done by Byron Price.

O'Dwyer Drops N. Y. City Amusement Tax

New York City's proposed 5 per cent tax on amusement admissions was quietly dropped from Mayor O'Dwyer's recommended tax sources this week as the mayor's tax program went to the legislature at Albany. Queried, the Mayor's office said of the tax: "It has been dropped."

The move was thought to be the result of the logical explanation offered both the mayor and Gov. Dewey by protesting exhibitors who pointed out the discriminatory nature of the tax.

Hartford Mayor Applies Needle to Censorship

Mayor Cornelius Moylan of Hartford this week gave the needle to censorship here by advising Police Chief Michael J. Godfrey he was opposed to "shows or movies of a salacious nature" and warning the chief not to relax his "vigilant attitude."

The mayor was apparently wroth mostly at burlesque which, it is reported, came to his attention through a religious paper, but he made it plain that movies, especially those unfit for juvenile consumption, should be dealt with.

Form Ass'n to Fight Higher Music Fees

Reports of a proposed increase in fees for the use of music in theatres and other public places of Ontario province, Canada, have sent the Motion Picture Theatre Owners into a huddle to organize plans to oppose such a raise. The raise, said to be contemplated by the Composers, Authors and Publishers Association of Toronto, resulted initially in the reorganization of the Musical Protective Society of Canada by the exhibitors, with Angus MacCunn of Famous Players Canadian Corporation as president.

Altec Holds N. Y. Meet

An Altec regional conference for district and branch managers was held this week at the Park Central Hotel. Attending were President G. L. Carrington, Hollywood; District Managers Warren Conner, F. W. Cocklin, Henry Moog, D. A. Peterson, Long Hacking and Bert Sanford; Branch Managers M. C. Thomas (Cincinnati), J. D. Mather (Detroit), Nat Moyer (Atlanta), Frank B. Evans (Philadelphia), R. D. Fairbanks (Philadelphia), L. J. Patton and A. J. Rademacher (New York), and Sales Representative M. N. Wolf (New York).

Grosses Continue Uptrend Since Jan. 1, Survey Shows

Box office grosses which stagger even a showman's imagination, running consistently high from the boulevards of manufacturing cities to the main streets of agricultural Middletowns, continued to mount this week as the nation's theatres experienced another sensational upswing since the first of the year.

The steady trend towards larger grosses, based in part on the fact that current product reportedly is the strongest series of box-office fare to have been released simultaneously in years, is further backed by the fact that Mr. and Mrs. John Citizen are prosperous holders of savings bank books and that there is comparatively little they can spend their savings on.

Correspondents of Showmen's Trade Review, who surveyed the territory, report that business which was obviously good everywhere but in centers which lost military installations or war industries, seemed significantly good in farming sections.

Rural Sections Also Boom

One midwestern circuit has shown a 14 per cent business increase since Jan. 1. Another, serving agricultural regions in the lower midwest and upper south, has increased its business between 15 and 20 per cent in the same two and a half month period.

The heavy grosses show especially in the wave of holdovers which has struck the principal cities of the United States. This system, while profitable, is causing headaches to bookers who are trying to get product into the showcase theatres as near to national release dates as possible. They find the holdovers have piled up a backlog of unplayed product which will have to be sold elsewhere if it is to be shown at all.

Not all the trade is optimistic over the "dollar days" of the present, however.

One exhibitor remarked:

"Product may be part of the answer, but I think the right answer lies in the fact that the war is over and people now have money to spend with nothing much to spend it on. So the movies get it.

More Leisure, More Movies

"Also during the war a lot of them had to work overtime whether they wanted to or not. Now they don't have to and they're faced with the problem of what to do with their leisure. Our theatres get a lot of these leisure dollars.

"Yet, whenever I'm happy about this I remember that in the early days of the depression we had some of our best houses. Folks weren't working. So they went to the theatre—as long as they had the money."

Some showmen did not know whether their attendance would suffer when automobiles, radios and other presently unobtainable items reached the market again. The number who did was approximately balanced by those who believed increased production would mean increased revenue—and that there would still be enough money to buy the new car, the new radio, and take in a show.

They acknowledged though that auto and radio might take up some of the time now devoted to motion pictures and that a reduction in theatre attendance might be felt that way.

An industry worker, visiting New York this week claimed that most of the box-office prosperity was not based on larger theatre attendance but on higher prices.

He insisted that he spoke only for the west coast and the northwest. On the west coast he laid the tremendous business to high admissions on first runs. In the northwest he said he believed attendance actually had dropped but higher admissions more than offset the drop.

Let 'Em Eat Cake

Critics' wives, who usually are lucky if they get to see the show with hubby, found they weren't the forgotten women this week. Walter Kessler, assistant to Loew Division Manager Jack Cullen, sent each of them a three-layer cake topped by a bride and a sailor. And just so Cullen wouldn't let the critics think he was sailing under any false altruistic colors, candies around the cake spelled out the title of Loew's next attraction, "The Sailor Takes a Wife."

San Francisco Meeting To Close WB Regionals

The last of five Warner regional sales meetings will open next Saturday (23) in San Francisco, following this week's sessions in Memphis under Western and Southern Division Manager Roy Haines.

Present at the Memphis meet were Short Subjects Sales Manager Norman Moray, Southeastern District Manager Ralph McCoy (with Branch Managers W. O. Williamson, Atlanta; John A. Bachman, Charlotte, and Luke Connor, New Orleans), and Southwestern District Manager Doak Roberts (with Branch Managers, Ed Williamson, Memphis; J. W. Loewe, Dallas, and J. B. Soakley, Oklahoma City). Field men attending were George Bannan, Tom Gorman, G. D. Woodard and Robert Bixler.

U. S. to Set Up Central Exchange for Its Films

A centralized information and distribution setup to handle all United States Government films will get under way in July by the Library of Congress, Librarian Luther H. Evans announced this week.

The new agency will distribute product—largely 16-mm.—which has served the purpose for which it was made and originally was handled by the agency of origin. The Library distribution will serve government agencies in Washington directly and will serve schools, educational institutions and the general public in the field through qualified book and film libraries, Evans added.

Hal Horne Forms Film-Radio-Tele Agency

Formation of a radio-television-motion picture liaison outfit to be known as Ted Lloyd, Inc., was announced this week by Publicist Hal Horne, who is president of the new corporation.

The firm is to represent motion picture producers, talent and literary agencies and will also produce for radio and television shows based on motion picture properties. Other officers are: Ted Lloyd, vice-president and general manager; Armand S. Deutsch, president of another Horne outfit, Story Productions, chairman of the board, and investment counselor Nathan W. Levin, secretary-treasurer.

24-Hour Club to Meet Truman

Twenty-four hours in Washington—to receive the thanks of President Truman for the work they did in raising Red Cross funds—will be the reward of 24 picked exhibitors and exchange salesmen on May 9 when the 24-Hour Club calls at the White House.

The meeting will mark the first time industry field men have received public presidential thanks. It will be attended also by National Industry Red Cross Chairman Spyros P. Skouras, who will read his report of collections to the president; Red Cross Chairman Basil O'Connor; National Industry Campaign Director Harold J. Fitzgerald, and National Distribution Chairman William J. Kupper, will be followed by another 24 hours in New York.

Exhibitors and exchange men will be selected from the high score collectors in each exchange area.

British Pictures Good But Need Ballyhoo, Critics Say

Country-Wide Poll Shows English Are Making Slow But Sure Popularity Gain

British films are getting increasingly favorable reviews throughout the country and seem to be making some slow audience headway, but as a whole they do not offer Hollywood serious competition, the newspaper critics of the nation say in a poll conducted this week by SHOWMEN'S TRADE REVIEW.

The poll, which was conducted to complement that taken last week of the New York critics in the belief that New York and the other cities of the United States might not see eye to eye on the question, showed (surprisingly enough) that there is little difference of opinion between Gotham's reviewers and those of the East coast, Midwest, South and West.

Critics outside of New York reported that British product they had seen in the main received favorable reviews. The majority of them believed British product would benefit by better exploitation—a point which several of the New York fraternity had made.

Asked if the number of British pictures played in their theatres had increased, the nation's critics answered: West Coast, Midwest and East Coast—slightly; South and Southwest —no.

To the question of how the British product compared with Hollywood, the majority of them said "favorably," but qualified this with the statement that so few British pictures had been seen that there was no fair basis for comparison. About 20 per cent found English films below Hollywood quality or at the level of Hollywood B pictures. (Harold V. Cohen, Pittsburgh *Post Gazette*: "How can you judge when there are so few in comparison. After all so far we have been getting only the better English pictures.")

The question of American audience reaction to the British accent brought some surprising answers. Edwin Schallert of the *Los Angeles Times* thought his audiences had no trouble in understanding it, a point which was concurred in by Clay Bailey of the Dallas Daily *Times-Herald*. Prunella Hall of *The Boston Post* thought the Hub City audiences did have trouble with the accent. So did Mildred Martin of the *Philadelphia Inquirer*.

In reply to the query as to audience reaction to British product, the majority of the reviewers found the audiences did not favor it too highly. Fred E. Moon of *The Atlanta Journal*, who says British product is not wanted by circuit operations and consequently must seek the smaller houses, adds: "They don't click with the average audience. W. E. J. Martin of the Buffalo *Courier-Express* finds they are "generally below" in audience reaction. Dan Brennan of the Minneapolis *Daily Times* says English films get a good play, while J. Rachman of the Omaha *World-Herald* concludes: "Not so good now, but the pictures are gaining favor slowly." Harry Martin of the Memphis *Commercial-Appeal* says: "'Blithe Spirit' seems to have been well liked but with some reservations about the British accents and atmosphere."

J. Ward Marsh of the Cleveland *Plain Dealer* believes British films show a "higher IQ" than Hollywood.

Frank Harris, Veteran Pa. Exhibitor, Dies at 65

Funeral services for Frank J. Harris, veteran Pittsburgh showman and former president of the Harris Amusement Companies, were held Thursday from St. Phillip's Church in Crafton, Pa. Harris, who was 65, had been ill for several months. He was the brother of the late Senator John P. Harris, who organized the amusement company and who opened one of the first nickelodeons in the country and the uncle of John H. Harris, present head of the Harris Amusement Company and national president of the Variety Clubs of America. The deceased had been a state senator and was a director in the Frank J. Harris Real Estate Company.

Greenthal Names Publicity Committee for Campaign

Organization of the publicity and advertising phases of the forthcoming industry Easter Week cancer drive has been completed by Monroe Greenthal, national advertising and publicity director, with appointments covering key publicists.

Charles Schlaifer, Si Seadler and Paul Lazarus, Jr. have been named special consultants to the committee; Maurice Bergman will serve as advertising chairman; Al Zimbalist, trade paper chairman; Irving Kahn, radio; Bernard Kamber, special events; Arthur Jeffrey, syndicates and press associations; Jack Goldstein, columnists; and Marie Louise Van Slyke, women's publications and fan magazines.

New Novel Set for Films

Virginia Dale's new novel, "Honeyfogling Time," which 20th-Fox bought before publication, is reported to have met instant success when placed on the bookstands Wednesday by Harper Bros. The author, who was once movie editor of the Chicago *Journal*, takes for her title a word, "Honeyfogling," which was current in the 1880's to describe the love tactics of the "wolves" of those days.

RKO 'Sold' On Outside Product, Rathvon Says

RKO will continue to handle independent product made outside of its studios both on a straight distribution setup, as in the Goldwyn and Disney deals, or on productions wherein they have a financial interest, RKO President N. Peter Rathvon declared at a trade press conference in New York this week.

"A chief part of RKO policy," Rathvon said, "is to have outside product. There was a time when RKO was dependent upon outside product. Now we want to keep it as a matter of policy. Last year 35 per cent of our volume came from outside product. We admit it lends prestige to our product."

Rathvon said that RKO now had 18 to 20 pictures completed and two in production, and added that the company for the first time had a "substantial inventory." RKO, he added, is making "The Pearl" in Mexico and plans to expand its foreign production with about three more made in that country plus one made in Spain which RKO will handle. He expects also to have French product by the end of the current year. American-made releases may reach 40 by the end of December, 1946, he said.

Discussing television Rathvon said his company had been producing experimental shorts in that field.

In emphasizing the experimental nature of the production, he said:

"I think that market (television) will be ready before too long, so we experiment in it against that time."

Asked when he thought television would be ready, the RKO president added:

"It all hinges when the advertisers are willing to buy television time and pay something for it."

Group Selling Here To Stay, Depinet Says

RKO Executive Vice-President Ned Depinet this week declared that he did not believe block selling of a full year's product in advance ever again would be adopted by his company, and advocated continuance of the group plan now in force. Depinet also predicted "a new and greater era of prosperity with wider fields and greater opportunity for the industry." He said that first-run situations in the country had been increased by the switching of move-over and second-run houses into the first-run category.

Need Films Sans Quotas

Present British quotas on motion pictures will probably remain unchanged during the next two years, Sir Stafford Cripps, president of the Board of Trade declared in London this week. The Briton said that what was needed were British pictures which would not need a quota to support them.

Gem Gets Injunction

An injunction keeping pickets before the Gem Theatre of St. Louis County down to two men and defining what they must not do, was granted Exhibitor Henry Holloway by Judge Amandus Brackman this week.

Red Cross Record

President Harry S. Truman, Spyros P. Skouras, Claudette Colbert and Kenny Delmar will be heard on a special recording to be sent to all exhibitor and distributor chairmen participating in the industry's 1946 Red Cross campaign March 20-26.

NATIONAL NEWSREEL

Denies Russia Uses Sex To Win French Markets

Russian films are not leaning toward deft treatment of sex themes in hopes of battering their way against American product in the French market, Artkino President Nicholas Napoli declared this week in New York.

Told of a New York newspaper story to the effect that the Russians would turn to frothy sex stories because the Production Code would not permit Hollywood to follow in that field, Napoli said:

"There is no indication of that at all. The

(*Continued on Page* 8)

New Light Ready for Film Projection In Year, W. U. Engineer Estimates

Western Union Telegraph Company's new light source (said to be six to ten times as efficient as a carbon arc) will be ready for theatre use in about a year, it was estimated this week by H. P. Corwith of the W. U. electronics engineering department. The new light source, demonstrated last week in Long Island City, N. Y., is based on a new principle, the lamp being an argon-filled glass bulb about the size of a small radio tube. In its simplest form it consists of two electrodes of tantalum metal, with a slight coating of zirconium metal on one electrode. The secret of the intensity of the light lies in the fact that the zirconium liquefies when an electric arc is created between the electrodes. The liquid zirconium is the light source.

Important features for application to motion picture projection are: the light needs no lamphouse in the conventional sense; since no carbons are used no carbon-feed mechanisms are necessary; there is no open arc, therefore no necessity for arc ventilation; it will work directly from an a.cfl or d.c. power line, thus eliminating need for rectifiers or generators (though in some communities voltage regulators may be required); saving in electricity will be realized by the greater efficiency of the new light, which for equivalent screen illumination will require only one-sixth to one-tenth the amount of power used in present-day arc projection.

The new lamps, which will operate in any position, are expected to have a useful life of from 1,000 to 5,000 hours.

For motion picture projection a modified type is contemplated, containing three electrodes plus a small tungsten filament which will start the arc. Without the filament, several hundred volts would have to be applied to ionize the ragon and get the arc started. The filament-type can be plugged directly into a 110-volt power line. Use of three instead of two electrodes will make a.c. operation practicable, the a.c. fluctuation in light intensity being reduced to only 12 per cent of the total illumination.

LONDON OBSERVATIONS

By Jock MacGregor

Perhaps it is the shortage of newsprint or just war fatigue, but generally speaking much advertising lacks sparkle these days. A notable exception is the work of Warners' Gayne Dexter. Example: Recently a "steeple jack" climbed "Nelson's Column," which dominates Central London to check whether it had been blasted by bombs and to clean it for the first time since the previous war. Cartooning the event, Gayne showed the workman whispering in Nelson's ear in a trade paper ad with the copy: 'And you can blame the new Gary Cooper—Ingrid Bergman film for those long queues in Leicester Square. They're cleaning up at the Warner Theatre, too!!! Warners' 'Saratoga Trunk'—a clean up everywhere!"

The trade show for "Lisbon Story" showed a decided reversal from the run of such shows recently and brought back memories of what the trade shows were before the war. I should not like to estimate how many invitations must have been sent out for the "Lisbon Story" show by Anglo-American, but the house was packed for this screen version of the successful West End musical play. Patricia Burke, who repeats her stage role in the film, is definite screen star material.

Prior to this show there was a growing monotony to the presentations for the trade, with the trade paper boys there in force but not many exhibitors. At first sight this may have suggested a growing slackness. However, the truth is that due to shortage of staff and pictures, few exhibitors were able to spare the time, with the result that distribution threatens to become much of a routine matter. Today product generally goes to the same circuits here. Warner, MGM, (Monogram and PRC) and Anglo-American goes to the ABC; Paramount product to the Odeon; Columbia to Gaumont British, and GFD (Universal and Rank product), Eagle Lion, RKO-Radio, 20th-Fox and UA are pretty well equally divided between GB and Odeon. British Lion-Republic goes to all circuits. Generally speaking the program which is booked for the London neighborhood houses is repeated in theatres throughout the whole country. There are changes, of course, in locations where the three circuits are not all in opposition to one another or where one circuit has more than one key house. In some cases where only two circuits operate, an independent exhibitor will take the program alloted to the third circuit. With the present shortage of product three "A" pictures and three to six "B" pictures are released each week. Often some of these are re-issues, which have done extremely well.

Recently we have observed a change in the tone of advertising for "Caesar and Cleopatra" in the press and on the billboard. A glamorous, Colorful Vivien Leigh now sprawls across the North side of Piccadilly Circus where originally there was a very stiff grey-blue poster dominated by the sphinx. The change is eye-compelling and brightens the display. With restrictions on electricity for advertising, these large posters are taking the place of neon signs outside the West End cinemas.

British films got a great boost when "The Daily Mail" staged a gala at the Leicester Square to commemorate both the cinemas' and their own half century. Opening with a program of newsreels prepared by Gaumont-British, Movietone and Pathe covering the great events of recent history, the second half took the form of film stars re-enacting scenes from famous productions on the stage. For my part the funniest moment came just before the broadcast, when British Movietone's commentator appeared on stage and requested the audience to applaud productions made by companies other than their own. The crack got a big laugh. The Mail is making an award for the two best performances and top picture of the war years as named by readers' vote.

A titan struggle is on between two films for title as the most profitable British picture to date. On my right, Sidney Box's "The Seventh Veil"; on my left, Maurice Ostrer's "The Wicked Lady." Both are taking in terrific money. The latter at the Davis, Croydon, beat the house record set up thirteen years ago by "Cavalcade."

Generally speaking attendance is dropping off and theatregoers are shopping for their entertainment.

Two American pictures which now are doing top business are "Wonder Man" and "The Road to Utopia."

Harry Buxton, whom we met when he was passing Through London on his way North from Bognor Regis where, he told me, he has bought the Pier and adjacent amusement center, is a firm believer in showmanship—ballyhoo and or anything that will bring those extra patrons to his shows. Many theatremen here had trouble with "It's In the Bag," titled in this country "Fifth Chair." However, Harry went all out on it and ran it five weeks. Recently he tried out Continental films at his smaller Manchester House, the Roxy, and did so well that he had to transfer them to a larger theatre.

The poor critics have been getting into trouble from a new quarter. This time it is Paris and the cause of the trouble is J. Arthur Rank's first French release, "Love Eternal" which was too Germanic for most of the boys. It was withdrawn from the recently opened Curzon after only three weeks. Strangely enough. Owner H. H. Wingate admitted that he made a mistake and that the patrons confirmed the critics' contention that it is not a good film.

Korda Names Helprin Aide

Morris Helprin this week was appointed American production executive for Sir Alexander Korda, a statement from the Korda offices said. The former assistant to OWI Film Division Chief Robert Riskin will serve as liaison representative for Korda's British and European film activities and supervise press relations for affiliated production units. Korda is committed to a policy of 14 pictures for British Lion.

Higgins Back With 'Time'

"March of Time" Ex-Publicity Head Donald Higgins is back with the outfit as a script writer, Producer Richard de Rochemont announced this week. Higgins had left his publicity job to serve in the army where he was a public relations officer at Camp Patrick Henry, Va.

'Whistle Stop' at Globe

United Artists' "Whistle Stop" was scheduled to have its New York premiere Saturday (March 16) at the Globe Theatre, with Jorja Curtwright, featured member of the cast, coming on from Hollywood to be present for the opening.

Larger Moviola Image

Warner Bros. sound engineers have developed a new moviola which by magnifying the image to fill a 14x16-inch screen—will enable a group of people to view the film simultaneously. Past machine limited the view to one person.

'Henry V' to Open in Boston

American premiere of World Wide's "Henry V," British Shakespearean picture in which Laurence Olivier stars, has been set for April 3 at the Esquire Theatre in Boston.

NATIONAL NEWSREEL

Ads Airing Exhibitor-Distributor Squabbles Scored by Veteran Editor

"Dirty line" advertising—advertising which airs intra-industry disputes and seeks to force the public into them—appears to be fundamentally unsound business practice, Robert W. Palmer, veteran editor of *Printer's Ink*, leading advertising trade journal, declared this week.

Palmer, who referred specifically to the recent ads which the Greater Cincinnati Independent Exhibitors' Association had placed in the daily newspapers of that city, denouncing terms for "The Bells of St. Mary's" as "unreasonable," made it plain that his publication did not deal greatly with retail advertising or motion pictures.

He seemed a bit surprised at the ad he was shown and inquired of SHOWMEN'S TRADE REVIEW reporter:

"Is such advertising customary in your industry?"

The editor added he thought advertising of this type gained little results.

"If people," he added, "are sufficiently interested, they will go to see it ('Bells of St. Mary's') where it is shown."

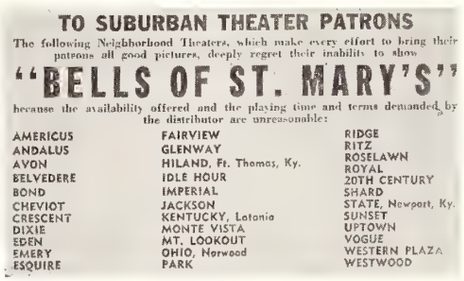
"If anything were to be gained by an ad like this," he continued, "I would say there might be some justification for running it.

'Airing Dirty Linen'

"I don't think there is any good that can come out of airing your dirty linen before the public just because you have a fight. Particularly is this true if you do it through a medium which reaches an audience that can do very little or nothing toward a settlement of the dispute."

Palmer added that he thought the public is seldom interested in industry squabbles.

The ad in question, which was signed by 34 Cincinnati neighborhood theatres regretted their


TO SUBURBAN THEATER PATRONS

The following Neighborhood Theaters, which make every effort to bring their patrons all good pictures, deeply regret their inability to show

"BELLS OF ST. MARY'S"

because the availability offered and the playing time and terms demanded by the distributor are unreasonable:

AMERICUS	FAIRVIEW	RIDGE
ANDALUS	GLENWAY	RITZ
AVON	HILAND, Ft. Thomas, Ky.	ROSELAWN
BELVEDERE	IDLE HOUR	ROYAL
BOND	IMPERIAL	20TH CENTURY
CHEVIOT	JACKSON	SHARD
CRESCENT	KENTUCKY, Latonia	STATE, Newport, Ky.
DIXIE	MONTE VISTA	SUNSET
EDEN	MT. LOOKOUT	UPTOWN
EMERY	OHIO, Norwood	VOGUE
ESQUIRE	PARK	WESTERN PLAZA
		WESTWOOD

"inability to show 'Bells of St. Mary's' because the availability offered and the playing time and terms demanded by the distributor are unreasonable."

According to reports in Cincinnati the trouble arose between exhibitors and RKO when the latter allegedly did not make the picture available to the 40-cent admission houses on the sevenh Sunday after its second week's showing in downtown houses. This "seventh Sunday" availability is said to be trade tradition in the Cincinnati territory.

RKO was then said to have demanded double playing time and 50 per cent against the customary 35 per cent. The 50 per cent demand later was said to have been modified but the availability, according to the exhibitors, had passed.

AMPA Meeting Called

A luncheon meeting of the AMPA nominating committee was called for Friday (March 15) by Vincent Trotta, chairman. A new slate was to be chosen and a program of activities presented to the new administration to render a real industry service.

Nation Mulls Admission Rises as 3 Areas Act

Increases in theatre admission prices in three different exchange territories, which observers see as the prelude to rises or attempted rises in other sections, had taken effect this week as reports from Chicago, Omaha and Philadelphia showed circuits and individual houses putting slight mark-up on box-office admission schedules.

In Chicago, Balaban and Katz led off with a five-cent rise on their deluxe houses. The Trinz Circuit in the same area followed with another five-cent price hike, bringing their admissions to 55 cents, while Jones, Linick and Schaefer raised the LaSalle admission from 50 to 55 cents on weekday evenings and from 55 to 65 cents on Saturdays and Sundays.

In Omaha, all first-runs adopted an approximate 5-cent price increase. New admissions are now 50 and 65 cents; the former scale was 44 to 60 cents.

In Philadelphia, without much fanfare, several Stanley-Warner theatres increased their prices. The price hike in this case was not circuit wide but was reported to have been made only where increased expenses necessitated it.

Showmen in other areas have been complaining that while living costs and their expenses had increased materially in the past two years, theatre admissions had remained at a standstill. They seem to favor increases but hesitate to make them on the grounds that in some instances they do not believe the public, faced with other higher living costs, can stand the increased amusement tariff.

Denies Sex Used to Win French Markets

(*Continued from Page 7*)

pictures they are making which I have seen concern important aspects of the war and reconstruction after the war, historical subjects, light comedies and musicals." The latter, he said, were popular in Russia because the public was seeking entertainment after the hard war years.

Napoli claimed that the fixed value of the ruble made it impossible to compare accurately the production costs between Hollywood and Russia.

"'Ivan the Terrible'," he said, "cost something between $800,000 and $900,000. Stars don't get $300,000 to $400,000 a picture. But they're well paid. Stars and directors are probably the highest paid people in Russia after scientists and technicians. However, in Russia the public do not ask 'Who is in the film?' Rather they ask 'What is the film about and who is playing?'"

Asked the salary for labor such as grips, the Artkino president said he did not know.

The company, he said, had no "special plans" for exploitation on its forthcoming product and was not planning to extend its distributing facilities at the moment.

Forthcoming releases including "The Great Turning Point," "The Twins," and "Hello, Moscow."

'Round the Clock

A 'round-the-clock operation policy went into effect at the St. Louis Newsreel this week as it booked the full lengh Russian documentary, "The Fall of Berlin." During the run, the house will operate 24 hours a day. If the policy clicks, it will become permanent.

THE PERSONAL SLANT

Talks between the Teamsters' Union and Fox West Coast theatres were reported underway this week. They had been called off because of Charles Skouras' illness. The affair looks amicable now and an early settlement is expected.

Loew's International regional director for Latin America, Sam Burger, will be back in about a month following conferences with managers in Argentina, Chile and Brazil.

Walt Disney Worldwide Sales Manager William Levy arrived in England this week to talk over the Easter premiere of "Make Mine Music" with RKO United Kingdom Sales Manager Robert S. Wolf.

MGM Vice-President and General Sales Manager William F. Rodgers is back home after a coast trip.

A. Pam Blumenthal, an A. W. Morris & Company partner, is now a vice-president of Enterprise Productions, Inc., Joseph C. Gilpin is the new outfit's studio and production manager.

Monogram General Sales Manager Maurey Goldstein is touring the midwest.

Paramount Vice-President in Charge of Distribution, Charles M. Reagan is on the coast for an indefinite stay.

Warners' Ad and Publicity Vice-President Mort Blumenstock flew to the coast for conferences with President Harry M. Warner and Executive Producer Jack L. Warner.

James S. Denham will succeed George A. Scanlan as photo products general manager for the du Pont de Nemours outfit. Scanlan is retiring because of ill health.

Screen actor Melvyn Douglas and Martin Gosch have teamed up for a new producing firm. Gosch is a former MGM producer.

Localized pressure on Congress to get the 20 per cent federal amusement tax reduced was advocated by Eastern Pennsylvania Allied General Manager Sidney E. Samuelson. He warned that unless exhibitors get busy the tax will stay.

Paramount Eastern Production Chief Russell Holman is back in New York this week after a coast trip and conference with studio executives on story material and production plans.

Europe and Near East United Artist Division Manager William M. Levy saw the Statue of Liberty again this week after a three-month business tour of Spain and Italy.

"BEST"



Paramount for the second consecutive year, far surpasses all other companies in number of major Motion Picture Academy trophies. But not in *any* year have these tributes been so timely, and of such immediate interest and practical importance to every exhibitor as are these

Four Academy Awards....

THE BEST PICTURE OF THE YEAR

"The Lost Weekend"



Just starting its record-breaking career, with scores of key engagements now playing and thousands more first-runs to come.

Now available for *more* extra playing time—
and for return engagements.

BEST MALE STAR PERFORMANCE OF THE YEAR—In "The Lost Weekend"

Ray Milland



Coming May 17 in "The Well Groomed Bride," to be followed shortly by "Kitty." Coming later in "The Trouble With Women," and in "California," in Technicolor.

BEST DIRECTION—for "The Lost Weekend"

Billy Wilder

"The Emperor Waltz," directed by Billy Wilder, produced by Charles Brackett in Technicolor and co-authored by Wilder and Brackett, will go into production in May, starring Bing Crosby and Joan Fontaine



BEST WRITTEN SCREENPLAY—"The Lost Weekend"

Charles Brackett and Billy Wilder

Charles Brackett's next picture, the sensational "To Each His Own," produced by him from his original story, will be released in July by Paramount, starring Olivia de Havilland and introducing John Lund

A Message Of Urgent Importance To Every Customer Of Paramount

"Not in many years have the Academy Awards offered such a rich opportunity for practical and profitable showmanship.

"Their announcement came as the climax of a remarkable succession of honors, acclaim and box-office accomplishments.

"'The Lost Weekend' had already won every outstanding tribute for which it was eligible, including three LOOK Magazine medals, the REDBOOK Cup, and three of the New York Film Critics' annual awards.

"Its New York engagement, now in its 15th week, has broken all house records.

"Its key city engagements to date have, in many cases, set new all-time highs for gross and playing time.

"Its performance in smaller situations has been just as remarkable.

"These facts demonstrate that 'The Lost Weekend' has already been established as one of the screen's great money-makers.

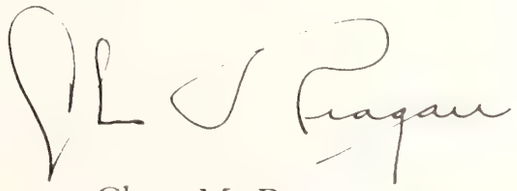
"Now the worldwide publicity attending the Academy Awards will give it further impetus.

"*And, if we capitalize properly on these great tributes, I assure you there is almost no limit to what this picture can do at the box-office.*

"Only a handful of theatres have completed the showing of this great production. I feel sure that every one of the thousands of our customers who have not yet played the picture realizes the important profits to be gained by starting now to capitalize on the Academy Awards.

"If this is done, I am sure that this attraction will justify playing time equal to any picture in the history of your theatre or circuit.

"I urge you most sincerely to plan accordingly."



Chas. M. Reagan
Vice President in Charge of Distribution
Paramount Pictures

Thanks *from* Paramount

to the Academy of Motion Picture Arts and Sciences and all its members, for these four richly deserved tributes to the men who made this truly great picture—

The Lost Weekend

Starring

Ray Milland · Jane Wyman

with Phillip Terry · Howard da Silva
Doris Dowling · Frank Faylen

Produced by CHARLES BRACKETT
Directed by BILLY WILDER
Screen Play by Charles Brackett and Billy Wilder
From the Novel by Charles Jackson

Donate Your Showmanship to
THE RED CROSS DRIVE
March 20th to 26th!

SPECIAL ACADEMY AWARD TRAILER CLIP AND POSTER SNIPES MAY BE HAD FROM NATIONAL SCREEN

SELLING THE PICTURE

Smart Ad Averts Grief

The threat of a last-minute change in theatre bookings is the bane of every theatreman's existence. But the smart manager sometimes can turn near-disaster into something less than catastrophe.

One who did was Dave Idzal, manager of the Fox Theatre, Detroit, when it was decided to hold over "Leave Her to Heaven" instead of showing "Frontier Gal" as had been advertised. Idzal took large space in the Detroit dailies and in bold, startling type headed his ad: "Don't Wire Your Congressman! Don't Picket Us! Excuse Us Please." And then alongside of a matrix on "Heaven" culled from the press book, he printed in smaller type this explanation: "When we announced that 'Frontier Gal' would open today, record-breaking attendance had led us to believe that everyone had seen 'Leave Her to Heaven.' According to your many calls and requests, we are holding over for one positively final week." And then at the base of the ad in bold type he stated: "P.S. Next week for sure—'Frontier Gal'."

The individual, personalized approach in Idzal's copy theme gave the ad importance in the eyes of moviegoers and was well enough designed and laid out to attract eye attention on theatre pages. Nice going!

Paramount Publicity Changes Revealed

Realigning the magazine division of the publicity department in order to render more efficient service to its outlets, Al Wilkie, Paramount publicity manager, announced late last week the following shifts in duties of present personnel and the addition to his department of two new members.

Aileen Brenon, who has been in charge of all magazine activities, will remain in that post but will devote her entire time to the national non-theatrical publications.

Margaret Fewer Milton, secretary to Miss Brenon, has been promoted to control clerk on magazine art placement, and will work under the supervision of Rex Taylor, recently appointed publicity pictures coordinator. Marjorie Kane, formerly with Universal, has joined the department as fan magazine contact, succeeding Leo Brody, who resigned to open his own advertising service.

Edith Stone will handle the miscellaneous magazines, and Ruth Duthie has been appointed secretary to Miss Brenon.

The realignment is the first of several steps designed to increase the activities of the publicity department contemplated by Curtis Mitchell, national director of advertising and publicity.

Republic Participating In 'Cinderella Contest'

A full-page announcement in the April issue of *Movie Songs* magazine and other national advertising and publicity media, heralds Republic's participation in a "Cinderella Contest" being conducted by the new publication. The contest, which provides for a minimum screen engagement of two weeks for the winner, has as its judges Republic's producer-directors Joseph Kane and Alfred Santell, and star Vera Hruba Ralston.

National newspaper advertising appeared in the March 3rd issue of 52 leading newspapers, and is being supplemented by advertisements appearing in the Negro newspaper press, including the Afro-American and the Informer groups. The April issue of *Song Hits* magazine also carries an advertisement highlighting the contest and Republic. A detailed announcement was included in a recent broadcast of the Musical Grab Bag program, heard over station WOR under the sponsorship of *Song Hits* magazine.

Two-State Coverage For Flexer-Haberfield

Flexer-Haberfield Theatres, which operates two houses in Memphis and others in Amaory, New Albany and Sardis, Miss., have gone into a policy of circuit advertising in Memphis newspapers.

Using the Sunday *Commercial Appeal*, which blankets the section where they have operators, they list the ads of their Memphis Ritz and Peabody and carry the weekly schedule of their Mississippi houses. Since the *Commercial Appeal* is practically the daily newspaper for northern Mississippi they can get two-state coverage by this system.

Athens Paper Cooperates On Theatre Publicity

Fred Williams, of Schine's Athena Theatre, Athens, Ohio, has really been getting excellent cooperation from his local newspaper by getting many two-column scene mats with stories running the full length of the page. It is Williams' advice that other exhibitors with a little initiative and persuasion, could get the same splendid cooperation from their local papers.

Young and Old Targets of Pollock 'Bandit' Campaign

Manager Lester Pollock, Loew's Rochester Theatre, Rochester, N. Y., conducted an all-out campaign to sell Columbia's "Bandit of Sherwood Forest" to the public in general and to the youngsters in particular. Using tieups with local schools, newspapers, merchants, radio stations and a local Birthday Club provided plenty of outlets for exploitation.

Ten "Robin Hood" record albums were purchased and distributed through the local elementary and high schools to be played at assemblies and music classes. Members of Uncle Dan's Birthday Club, which runs in the *Democrat and Chronicle*, all 68,000 strong, between 6 and 12, were invited to attend the Saturday morning showing of the film and members with March birthdays were given free tickets. Uncle Dan was present at the performance and made a welcoming speech.

WSAY, local radio station, cooperated by playing the Robin Hood album for a half hour, and called special attention to the program by three spot announcements given two hours before actual broadcast. WHEC, another station, carried spot announcements about the Saturday morning Birthday Club show.

Many Varied Tieups

Merchant tieups were many and varied. Co-op ads and window displays on Anita Louise, with accompanying stills and enlargements, were done by one store to endorse make-up. A music store did a co-op ad and all music stores did window displays on the Robin Hood album, giving credits to the picture and the theatre. The Donnybrook hat was given a window display by one department store, using stills from the picture in the set-up. Another department store ran a co-op coiffure ad with an Anita Louise tie-in. The local sporting goods store did a full window display on archery equipment with cards giving credit to the film and the theatre.

Theatre lobby displays, two-week advance showing of trailers, national and local ads, and distribution of 5,000 book marks through local libraries, book stores and book departments, completed the excellent exploitation coverage.



ROUNDUP. Part of the crowd of 40,000 persons who visited the two-day Abilene Town Roundup at Loeser's Department Store, Brooklyn, set by United Artists to ballyhoo the opening of Jules Levey's "Abilene Town" at the Globe Theatre, New York. Exhibit covered entire basement of the huge store and included a midway, wheels of chance, display of original costumes worn by the stars and a corral containing stage coaches, buckboards, saddles and other Western paraphernalia. Professional models were part of the atmosphere.



Intrigue in Mexico City!

Killers in the shadows!

Romance to the rhumba!

Pat in his glory!



Advertised in 66
national publications!

Read by millions as a
Collier's serial!



COLUMBIA PICTURES presents

PAT O'BRIEN
WITH
RUTH WARRICK

Perilous Holiday

with

Alan HALE · Edgar BUCHANAN · Audrey LONG

and EDDIE LeBARON AND HIS CONTINENTAL ORCHESTRA

Screenplay by Roy Chanslor · Based upon the Collier's Magazine serial by Robert Carson

Produced by PHIL L. RYAN · Directed by EDWARD H. GRIFFITH

COLUMBIA'S SILVER ANNIVERSARY 1946

SELLING THE PICTURE

Advertising Campaign of the Month

February 1946

THE SPIRAL STAIRCASE

(RKO Radio)

Compelling Copy, Provocative Mood in 'Staircase' Displays

Motion picture advertising craftsmen strive mightily, and more often than not achieve at least in part the effect they try to convey; but not quite as often can they completely convey the feeling, the mood of absolute terror that is imparted to the casual newspaper reader as has been done with the series of displays created to advertise RKO Radio's "The Spiral Staircase." The campaign has been adjudged the most compelling, the most effective essayed in February 1946 and has been selected by a panel of showmen for SHOWMEN'S TRADE REVIEW as the Advertising Campaign of the Month.

In the preliminary stages of the campaign's preparation, an analysis revealed that there were three important elements and one subordinate element to be sold: stark dama, high tension suspense, three front marquee names and a dash of mystery. And every one of the finished displays includes just those elements.

Upon cursory examination the advertisements appear simple enough, but closer analysis shows that three basic character photographs of Dorothy McGuire comprise the focal points and that art treatment and eerie lighting effects emphasize the terror imparted by the star. Allusion to the type of story is avoided except in elliptical references to daring, terror, etc., in the display copy.

Technical Treatment

Technically, the ads mostly follow established precepts using sweeps, "S" curves and other eye-guiding elements. But a new treatment is included that has seldom, if ever, been used in just this way. This treatment guides the eye with an art device in the shape of an inverted tear drop, large and globular at the top and diminishing at the base. The white space surrounding the art treatment of the ad, which is taller than it is wide, itself emphasizes the very uniqueness of the display, compelling reader attention.

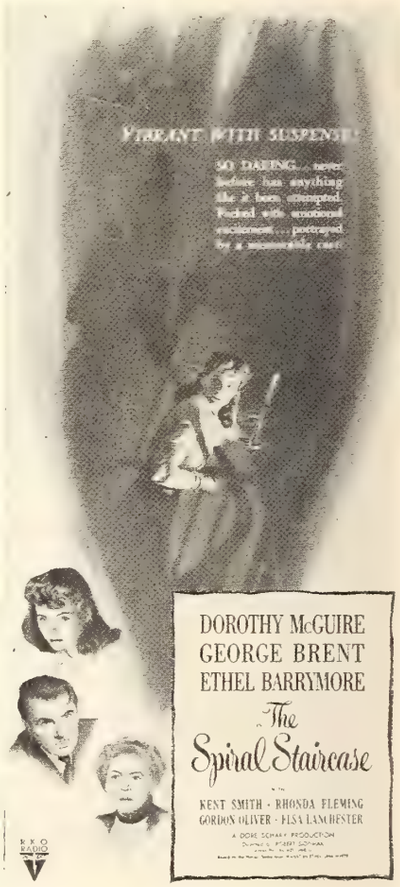
One of the basic ads shows Miss McGuire on a winding staircase with light from the candle she carries throwing her huge shadow and that of the stairway on the wall. The lighting itself imparts a mood of eeriness and the startled, terror-stricken look on her face, played with the accomplished actress' characteristic restraint, tells a story in itself. The scripted headline reads, "The story that could not be told!", and the body copy immediately below states, "Hollywood called this story impossible to produce. Such mounting suspense . . . such daring emotional power . . . such difficult starring roles. Yet, here it is, in all its flawless fascination " It may be observed that the copy says very little —the reader knows only that the picture is one of suspense and emotional power, but most of all he is impressed with the fact that this is a different kind of picture, one that he will want to see. It is essentially a combination of teaser and conventional layout, thus constituting a new treatment in the annals of motion picture advertising.

Another basic ad shows a foreshortened photograph of Miss McGuire in the same pose as in the ad just described, but it eliminates the staircase backgound and substitutes a different kind of light and shadow treatment that brings the figure into startling relief. Against the dark background, in reverse type, a headline states, "The Impact . . . of Mysterious Forces!", with body copy reading, "Suspense that takes your breath . . . conflicts that freeze your emotions . . . in this, the fascinating story all Hollywood called 'impossible to make'." Here, again, the copy writers have followed the teaser-straight advertising theme, whetting reader appetites. The artists have added a small, imaginatively treated sketch of a deserted, grim and foreboding house in the far background, carrying the terror and suspense idea to an additional degree of effectiveness.

The third basic ad shows Miss McGuire in a different pose, one of fright, with the fingers of her hands and every portion of her expressive face and body imparting fear—and more fear. Almost the entire background of this ad is deep black with gray shades appearing only in the small section which comprises a background against which the distant, foreboding house again emphasizes the picture's theme of grimness, of terror. Copy head in this one is short, and states simply, "So Daring," and the body copy starts on another note, "Never before in Hollywood's brilliant record of *great* motion pictures has anything like it ever been attempted!", again bringing emphasis to the "different" aspect

(*Continued on Page* 20)







Three of the basic ads from which the entire campaign on "The Spiral Staircase" stems are reproduced here in greatly reduced size. The series succeeds unusually well in imparting stark terror to the casual reader, emphasized by Miss McGuire's ability to convey, photographically, the film's mood. Note the sombre treatment throughout, highlighted by skillful art and layout.

SELLING THE PICTURE

Extensive Ballyhoo Given 'Trunk' Coast Premiere

In an extensive campaign through street, store window, billboard and radio ballyhoo, and the largest newspaper spread since space rationing ceased, the West Coast premiere of Warners' "Saratoga Trunk" took place at the Hollywood Downtown and Wiltern theatres, Los Angeles.

Banners were hung across the main thoroughfare for two blocks during the opening week of the picture. Many of the department stores, dress shops, jewelry shops, drug stores and cigar stores, used window displays, counter displays and credit cards, along with props, gowns, costumes, stills, enlargements and endorsements in an intensive merchant tieup.

Two hundred "Red Cars" carried "Saratoga Trunk" banners throughout the city and more than 70 teaser 24-sheets were put up throughout the city besides the regular posters and billboards.

Spot announcements, interviews, a half hour time signal teaser campaign, and a special screening for radio announcers and record program men, were all part of the radio campaign for the Gary Cooper-Ingrid Bergman starrer.

Real Script Prize in Movie Scripts Contest

George Bannan, Warner Bros. field representative, has arranged for the Houston *Press* and Radio Station KTHT to cooperate in getting the opinions of local film fans on "How I Would Write a Movie Script."

Paul Hochuli, *Press* columnist, who also has a radio program, will conduct the contest, which will run for six days on the air and also will get daily mention in his column as well as a promotional assist by two other radio programs.

First prize will be a script of a Warner film as written by the studio scenarists.

Bishop in Denver

William Bishop, MGM's Chicago exploitation representative, is in Denver to supervise the premiere of "Bad Bascomb" which will open in 21 houses in that territory, day and date.



PRESS AGENT'S DREAM. This is a small reproduction of a full page advertisement in the New York Times and the text apparently gives more to United Artists' "Caesar and Cleopatra" than it does to Bonwit Teller's wares. In case the type is too small to read here, it tells how they saw stills on the film and were inspired to create the gowns, jewelry, etc., in the Egyptian motif. Bonwit Teller, incidentally, also gave all of its Fifth Avenue windows to the film.

Calls Prove Effective

Considerable interest and comment was aroused by a novel stunt used in the promotion of "G.I. Honeymoon" in Miami, Fla., by Wometco's Rosetta Theatre Manager Edward C. May. The city's north side telephone subscribers were called by one of two girls using the following message, "Hello there, Mrs. Jones, this is Gale Storm, I'm getting married you know, so be sure to come and see me in 'G.I. Honeymoon,' at the Rosetta Theatre, Saturday."

Portle Plugs Return of Two 'James' Pictures

Using every exploitation medium available, Manager Robert R. Portle, of Loew's Poli Elm Street Theatre, Worcester, Mass., plugged the return engagement of "Jesse James" and "Return of Frank James."

An announcement, the day before opening of the picture, was made over Station WAAB. Heralds were distributed, 2000 by newsboys, who placed one in each Boston *Record* the night before the opening, and 3000 passed out house to house in the best spots in the city. Posters were put up on four high school, and all elementary school bulletin boards. Plugs were made in four night clubs, at wrestling and boxing bouts, and at the local ballroom.

Window displays included a fur store and a shoe store using stills of Gene Tierney and display cards on "Return of Frank James." A sporting goods store, a tobacconist and a men's hatter all used pictures of Tyrone Power and Henry Fonda, and stills for both pictures.

A horse-drawn covered wagon covered the town on opening day announcing the revivals. A city trucking company cooperated by putting posters on their trucks and a barn on the north road leading into the city carried a four-foot poster. The local libraries cooperated by displaying Western stories and using display cards on the picture.

'Heaven' Hobby Exhibits Displayed by Sayles

A hobby contest to exploit "Leave Her to Heaven" (based on a suggestion in the 20th-Fox press book) garnered unprecedented newspaper space in Albany, N. Y.

The contest, engineered by Alex Sayles, manager of the Palace Theatre, received a daily art and story break in Albany's *Times-Union*. A 3-column picture 1000-word story heralded the opening of the contest and each succeeding story was treated with similar importance.

With his eyes keyed to the box office, Sayles requested that all hobbies be submitted to the Palace Theatre for display purposes.



SHADES OF SHOWMANSHIP. Remember the good old days when theatre facades were completely covered with special fronts for such pictures as "Ten Nights in a Barroom," "The Covered Wagon," "The Iron Horse" and other spectacular films? Not since the war started, at least, have theatremen been able to get back to this old-fashioned, circus-like showmanship. But one of the postwar leaders in utilizing it once again is the management of the Plaza Theatre, Vancouver, Canada, who devised the eye-catching front shown above on Universal's "The Daltons Ride Again." Perhaps you, too, will be using such a front once again.

SELLING THE PICTURE

Compelling Copy Marks 'Staircase' Ad Copy

(*Continued from Page* 18)

of the film and teasing prospective audiences. Copy in another ad, an adaptation of a previously described piece, states, "So Fascinating," with body copy reading "The story they said Hollywood couldn't make . . . the role they said no star could play . . . the picture you will never forget!"

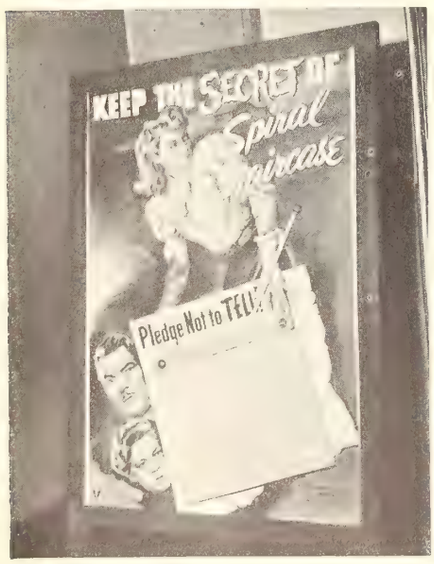
In many of the larger displays small vignetted character poses of Ethel Barrymore and George Brent are superimposed against the dark backgrounds, adding more weight to the mood expressed by Miss McGuire's characterization and the copy's left-handed elusiveness.

All smaller ads in the campaign carry out the theme expressed in the large displays even down to the smallest 15-line ad which contains a line-drawing treatment of one of Miss McGuire's characteristic poses.

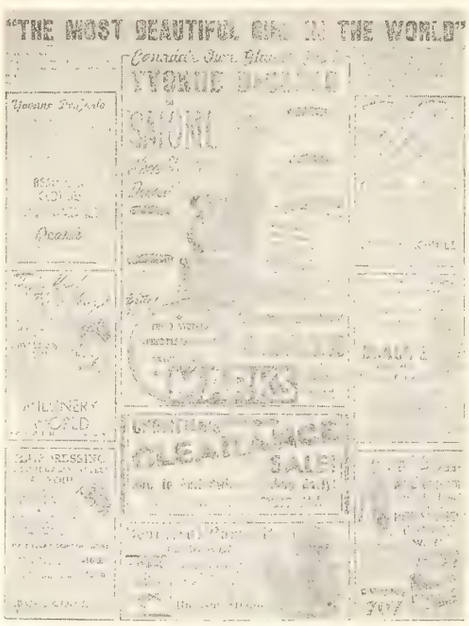
One other aspect of the campaign that is not consistently essayed in motion picture advertising circles is the fact that RKO Radio's national magazine advertising campaign follows the same theme, with exactly the same layouts, photographic illustrations, etc., as are contained in the newspaper campaign described herein, differing only insofar as the mechanical limitations of the two media require.

Under the direction of S. Barret McCormick, RKO Radio's director of advertising and publicity, sufficient space was contracted for far in advance of publication to insure a grand total circulation in national magazines of 33,-864,650, insuring a readership of nearly every adult in these United States! This is saturation circulation if any ever can be bought.

All advertising accessories, including the herald, window cards and outdoor posters continue to carry out a hammering of the same theme, thus establishing a complete, beautifully contrived motion picture advertising campaign.



SPECIAL TREATMENT. This special lobby display conceived by managing director R. V. Connor, Palace Theatre, N. Y. was made from a stock one sheet. Hand lettered across the top and with a blank changeable board tacked at the base to take pledged signatures it received considerable attention and many signatures. Any theatre can make a similar one at little expense.



IDEA PROMOTES CO-OP. Conceiving the line, "The Most Beautiful Girl in the World," which aroused the enthusiasm of merchants, Mel Jolley, manager of the Marks Theatre, Oshawa, Ont., promoted this co-operative page on Universal's "Salome Where She Danced." For details of Jolley's campaign, see STR, Feb. 9, p. 27.

Paramount Plans Touring Stars, Radio Buildup

More stars will be put on the road and radio exploitation will be stepped up according to public relation plans discussed between Paramount studio executives and National Director of Advertising and Publicity Curtis Mitchell. Mitchell hopes that the traveling stars will result in added glamor buildup and interest, basing this view on past experience which he said resulted in better press and fan magazine space.

The discussed plans also include a closer liaison between studio publicists, home office and field representatives.

Large Ad Campaign for 'Make Mine Music'

The largest appropriation ever set aside to advertise a Walt Disney Technicolor feature is being used by RKO Radio in launching a national pre-selling campaign on the forthcoming "Make Mine Music."

Publications, with a combined circulation of 25,000,000 copies, are being used, including *Life, Look, Time, Woman's Home Companion, Collier's, True Story* and *Cosmopolitan,* and fan magazines include *Movieland, Photoplay, Modern Screen, Screen Guide, Screen Romances, Movie Life, Movie Stars Parade, Movies, Screenland, Silver Screen, Movie Show, Movie Story, Motion Picture* and *Screen Stars.*

Sells Film's 3 Stars

Utilizing only the names of the stars—Bing Crosby, Betty Hutton and Sonny Tufts—Manager Edward C. May of Wometco's Rosetta Theatre, Miami, Fla., aroused the curiosity of patrons as to a film's title. They had to look at the theatre front to find out that it was "Here Come the Waves."

Cox' Lobby Quiz Draws Attention to Theatres

Bob Cox, Schine's city manager in Lexington, Ky., has tied in the Ben Ali Theatre with a local radio quiz show, broadcast from the lobby. The 15-minute program, which airs at noon five days a week, is written, conducted, directed, etc., by Cox, who does the interviewing. Cost for the entire program is absorbed by a local department store, which heightens interest in the quiz by inviting the audience of its other weekly program to submit questions.

People are taken off the street into the lobby where, it is found, they talk more freely than among pedestrians. Questions are asked about the current showings in the town's theatres and the persons answering correctly are given a dollar's worth of merchandise at the department store. Those who miss their questions are given two theatre tickets as are those who submit questions used on the program.

The free rein that Bob Cox has in the running of the program affords him great opportunity to plug his theatre and its attractions. He misses no occasion to interview publicity men or film company representatives who come to town.

Widespread Promotion Backs Film's Opening

Widespread promotion by Willis Kinnear, advertising and publicity director for the Paramount Hollywood and Downtown theatres in Hollywood and Los Angeles, respectively, heralded the world premiere day-and-date opening of Republic's "Murder in the Music Hall."

Large display advertisements were utilized in the newspaper press, with Kinnear stressing the thrill angle.

One hundred seventy-five six-sheets in four colors were posted before and after the premiere.

Kinnear also arranged for 500 street car cards to be placed in prominent spots. In addition, 75 similar cards were planted in the buses of the Asbury lines, and 100 posters spotted in hotels, restaurants and department stores.



MILLENIUM? Copy on this bar and grill's hanging sign was arranged for by Arthur Groom, Loew's Theatre, Evansville, Ind., and reaches the height of something or other. The tieup may be obscure, but the dope is there.

SELLING THE PICTURE

Unusual Stunt Keys 'Staircase' Selling

An unusual development of an unusual stunt was arranged by Bob Sidman, manager of the Senate Theatre, Harrisburg, when he "sneak-previewed" RKO Radio's "The Spiral Staircase" at the close of one of the theatre's regular performances and arranged to have the film cut off just at its most suspenseful moment so that comments from those present might be recorded for broadcasting.

Sidman set the "sneak preview" well in advance of the film's regular showing and invited the press, radio commentators and civic officials, as well as patrons who wished to remain for the extra attraction. About 125 persons took advantage of the invitation.

When the thriller was cut off the screen Dick Redmond, WHP program director, a recently returned war correspondent and other WHP announcers went through the audience interviewing those present on their reactions. They were asked to identify the killer, what they would do under similar circumstances, how the film compared with other mysteries and similar questions.

Among those interviewed were Mayor Howard E. Milliken, Mrs. Milliken, "Skee" Yovan, assistant manager of Loew's Regent Theatre, and Mrs. Yovan, several returned servicemen and others chosen at random. When the transcription had been completed Sidman picked up the feature a few feet from where it had been cut and ran it through to its surprise conclusion.

The transcription was broadcast over WHP the night before the film opened at the Senate, providing a top-notch "teaser" to the film's exploitation campaign.—HA.

Book, Cosmetic Displays Aid 'Whistle' in Detroit

An Ava Gardner cosmetics promotion with drug and department stores, book store window displays and other promotional pieces in the local Arthur Murray Studios highlighted the away-from-the-theatre exploitation used to promote the showing of Seymour Nebenzal's "Whistle Stop" at the Palm State Theatre in Detroit. Extra advertising space and increased publicity breaks, together with four days of spot radio announcements and free spots on sponsored shows also were used.

Frank Upton and Alice Gorham of the Palm State set the campaign.



ARCHERY DISPLAY. One of the obvious but effetcive window display tieups arranged for Columbia's "Bandit of Sherwood Forest" by Manager Gerry Wollaston when the film played the StateTheatre, Harrisburg. Window background of sporting goods store was of knotty pine, enhancing the value of the colorful archery display.

Paging Mr. Harvey's Clan

A rumor that a branch of the famous Harvey family now resides in the vicinity of Boston has started Managers James Tibbetts of the State and Jack Mercer of the Orpheum on a widespread search for one or more descendants of the man who started the chain of restaurants in the midwest during the latter part of the 19th century and whose story of success is the basis for MGM's Technicolor production, "The Harvey Girls." If the search is successful it is planned to arrange a special party in their honor with newspaper and radio people also to be in attendance. Other stunts now being set by publicists George Kraska, Joe DiPesa, Vaughn O'Neill, Len Briggs, Olga Bruno and Tom Clark, include a horse and buggy gag, a tieup with the local Santa Fe Railroad agency through co-op ads, window displays of women's dresses and hats worn in the latter part of the 19th century, window displays at music stores, beauty shops, etc., with the music to be plugged through every available outlet.

Safety Council Tieup On 'Danger Signal'

First tieup of its kind ever made with the Cleveland Police Department Safety Council, whereby they posted several hundred cards with copy relating to a current motion picture, was arranged in connection with the showing of Warners' "Danger Signal," at Loew's Ohio Theatre, managed by Gertrude L. Tracy.

The cards were prominently displayed in all parts of the city.

Another interesting and effective promotion was put on in cooperation with Woolworth's stores, where the cards in the weighing machines were numbered and guest tickets to "Danger Signal" were awarded to winners. This stunt went over big, with the picture getting many plugs throughout the store and additional plugs at night when the weighing machines were placed outside the store where the big "Danger Signal" sign on top of the machines attracted a lot of attention.

The campaign also included window displays in Hoffman's Candy Store, two Mercer's Florist Shops, Jules Optical Co., Woolworth's cosmetic window, three Miller Drug Stores and other shops.

A false front was erected in front of the Ohio Theatre to play up the psychological angle.

Line in 'Saratoga Trunk' Inspires Cigar Tieup

A line in Warners' "Saratoga Trunk" served to bring the Cigar Institute of America into an exploitation stunt in connection with the opening of the film at the Strand, Albany, N. Y.

The institute tossed a dinner in the DeWitt Clinton Hotel, preceded by a special screening for business, civic, legislative, press and radio leaders.

The line that did the trick is actress Ingrid Bergman's "a cigar smoker is so masculine."

'Babies' Radio Dramatized

Radio station WNEW's Coming Attraction program on Sunday from 2 to 2:30 p.m. last week featured a dramatization of Monogram's "Black Market Babies" with the script based on articles from the *Woman's Home Companion* and *Readers Digest,* exposing what has been called "one of America's most shameful rackets." This is the fifth dramatization of Monogram films placed on the program by Madeline White through an arrangement with Jack Grogan, the show's producer.

Max Factor Window Used

One of the most effective tieups in connection with the showing of Columbia's "Pardon My Past" at the RKO Palace, Cleveland, was the promotion of a large window display on Max Factor products in the largest Woolworth store in the city.

,Music, Beauty Tieups on Say Yes' in Baltimore

Utilizing a 30x40 sepia-colored blowup of Charles Winninger playing a trumpet, Manager Bert Claster of the Hippodrome Theatre, Baltimore, and his publicity director, Ted Rouston, arranged a window display with four downtown music shops in connection with the showing of Columbia's "She Wouldn't Say Yes."

Musical instruments were displayed in connection with the Winninger blowup which carried a panel with this tie-in line: " 'She Wouldn't Say Yes' Until He Bought a (name) Trumpet (on sale here). See 'She Wouldn't Say Yes' at the Hippodrome Theatre."

Claster and Rouston also arranged with the local distributor of the Helene Curtis Park Avenue Machineless Wave to have 20 leading Baltimore beauty salons feature blowups of Adele Jergens. In most cases, the blowups, surrounded by attractive 8x10s of Miss Jergens and highlighted by flowers and displays of the product, were placed in prominent locations in the salons where they would attract maximum attention.

'Shady Lady' Folders Exploiting 'Lost Weekend'

Distributing a couple of thousand cartoon novelty style folders via hotels, restaurants, lunch room counters, etc., plugging "Shady Lady," proved to be an effective selling stunt for Edward C. May, manager of Wometco's Rosetta Theatre, Miami, Fla.



CUTOUTS SELL TICKETS. J. J. Parker's Broadway Theatre, Portland, Ore., capitalized on the value of ticket-selling cutouts and poster displays for Universal's "Scarlet Street" to attract patronage in the Rose City. Foyer also carried illuminated 24-sheet one week in advance of playdate.

Columbia's TECH

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Haverhill, Mass.
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Kingston, N. Y.
New Haven
Phoenix
Pittsfield, Mass.
Portland, Me.
Salt Lake City
Trenton

THE BOX OFFICE SLANT

To Each His Own

Paramount Drama 122 mins.

AUDIENCE SLANT: (Adult) A tear-jerker, if there ever was one, that will hit women with a terrific impact and also have appeal for men—especially people who lived through World War I.

BOX-OFFICE SLANT: Olivia DeHavilland has a good name for marquees and the film should do well in a word-of-mouth campaign. Only possible handicap might be the title, which has little box-office allure.

Cast: Olivia De Havilland, Mary Anderson, John Lund, Roland Culver, Phillip Terry, Bill Goodwin, Virginia Welles, Willard Robertson, Victoria Horne, Arthur Loft, Griff Barnett, Alma Macrorie, Bill Ward, Frank Faylen, Virginia Farmer, Doris Lloyd, Clyde Cook, Ida Moore, Mary Young. Credits: Produced by Charles Brackett. Directed by Mitchell Leisen. Screenplay by Charles Brackett and Jacques Thery from a story by Charles Brackett. Photography, Daniel L. Fapp. A Mitchell Leisen Production.

Plot: This is the story of a woman and the five men in her life; of frustrated mother-love, when she bears the illegitimate child of a World War I hero whose identity she cannot reveal. She devotes her life to building up a career for herself, and 20 years later, in London, is reunited with her child when he penetrates the identity of the mysterious older woman who befriended him.

Comment: The writers of this screenplay have effectively created situations that will bring copious tears to every woman in the audience and will leave many a man with reddened eyes. The appeal is undeniable for all, but especially for people who remember World War I. Once a patron sees the picture, he will undoubtedly recommend it; this word-of-mouth campaign should increase box-office grosses and do much to counteract the weak title. The tempo is built up beautifully, with the end deftly handled, where it might have lapsed into extreme melodrama. Miss De Havilland is excellent as the small town girl who lives a life of frustrations. Muchly touted newcomer John Lund is a bit harsh in his speech, but screens handsomely. Charles Brackett certainly deserves extra plaudits for his remarkably versatile work on this picture. Not only did he write the original story, but he and Jacques Thery deftly handled the long screenplay; then, too, Brackett produced the entire film. A triple-threat man, if there ever was one. Mitchell Leisen does a fine job of direction, keeping the story moving at a smooth pace, despite the film's length.

The Green Years

MGM Drama 127 mins.

AUDIENCE SLANT: (Family) Beautifully written, produced, directed and magnificently acted, "The Green Years" should prove one of the year's best films. Will vastly entertain all types of audiences.

BOX-OFFICE SLANT: Lacking top marquee names, the film nevertheless has all the other ammunition necessary to build top box-office grosses. MGM's plan of exploitation is brilliantly conceived and, followed accurately, should do much better than good for the film.

Cast: Charles Coburn, Tom Drake, Beverly Tyler, Hume Cronyn, Gladys Cooper, Dean Stockwell, Selena Royle, Jessica Tandy, Richard Haydn, Andy Clyde, Norman Lloyd, Robert North, Wallace Ford, Eilene Janssen, Hank Daniels, Richard Lyon, Henry O'Neill, Henry Stephenson, Norma Varden. Credits: Directed by Victor Saville. Produced by Leon Gordon. Screenplay by Robert Ardrey and Sonya Levien based on a novel by A. J. Cronin. Musical Score, Herbert Stothart. Photography, George Folsey.

Plot: The story treats, biographically, of the life of an orphaned boy in Scotland (Dean Stockwell as a child—Tom Drake as a young man)—of the every-day living, the tragedies, the frustrations and of the happiness experienced, colored by his close association with a philosophical great-grandfather (Charles Coburn), close friendship for a lad of his age (Hank Daniels) and his love for Beverly Tyler. His overwhelming ambition to study medicine has been foiled by a penny-pinching guardian (Hume Cronyn) and finally is achieved through the will of the doting great-grandfather.

Comment: A. J. Cronin seems to have a flair for the creation of human, lovable characters in stories which, as motion pictures, succeed in giving audiences a pleasurable sense of well being. So it is with "The Green Years." The story is a simple one, but the characters have been so expertly limned that they grow on the spectator. Charles Coburn's interpretation of the doughty old Scottish great-grandfather is probably the best thing this actor has ever done, outstanding in an outstanding film. And the others are no less expert. Hume Cronyn as a penny-pinching, mean head of a family that is not poor "but thinks poor" and consequently lives far beneath its means, is the cause of Tom Drake's frustration before his great-grandfather's death and subsequent willing of his small insurance estate so that Drake may study as he wishes or "spend it on wine, women and song." Dean Stockwell, who plays as a child the character so eloquently portrayed by Drake as a young man, is so good as to be close to great. The youngster's face is expressive; whoever taught him to convey fine shades of meaning just by a lift of the eyebrows has accomplished no mean feat with so young a player. Space limitations obviate the possibility of commenting on the many other excellently played parts, but it is sufficient to say that they all are much better than good—all seem to have been inspired to do better than ever before. The production values are superb, with Producer Leon Gordon even going to the extent of reproducing a Scottish country fair on such a scale that the camera catches all of the bigness of it in a preliminary shot, closing in to the individual activities. Victor Saville's direction is beyond criticism, the musical score is wonderful and the camera work is superb. One could not ask for better entertainment. Intelligently exploited, "The Green Years" should be one of the year's best box-office bets.

Legion of Decency Ratings

(For Week Ending March 16)

SUITABLE FOR GENERAL PATRONAGE

Blondie's Lucky Day — Gentlemen With Guns
Moon Over Montana — Song of Arizona
Gay Blades — Gay Cavalier
When Johnny Comes Flying Home

SUITABLE FOR ADULTS ONLY

Blonde Alibi — Perilous Holiday
Stolen Life — Strange Impersonation

OBJECTIONABLE IN PART

Open City

Hot Cargo

Paramount Drama 57 mins.

AUDIENCE SLANT: (Family) The entire family will enjoy this story about returned soldiers who try to help out the family of a buddy left behind.

BOX-OFFICE SLANT: Good program offering for any spot.

Cast: William Gargan, Jean Rogers, Philip Reed, Larry Young, Harry Cording, Will Wright, Elaine Riley, Virginia Brissac, David Holt, Dick Elliot. Credits: Produced by William Pine and William Thomas. Directed by Lew Landers. Original screenplay by Geoffrey Homes. Photography, Fred Jackman.

Plot: When two ex-soldiers return from Europe and visit the family of a pal who was killed in action, they find things in a bad state. The family's trucking business is about to be stolen by a competitor who has already sabotaged their trucks. In a series of slam-bang encounters, the two pals wallop the villain, and one of them wins the beautiful girl.

Comment: This latest Pine-Thomas offering is good melodrama with a timely touch, since it concerns returned soldiers. Story is interesting, with many touches of humor punctuating the action and melodramatics. Cast is well chosen, with Gargan swell as an ex-baseball player and Philip Reed also swell as his buddy and former college man. Jean Rogers makes a very impressive and capable leading lady, and Larry Young and Harry Cording do okay in the villain roles. Lew Landers' direction handles the players well and gives the picture as much action as possible in a story that has occasion for little. Production is up to the standard set by other offerings from William Pine and William Thomas.

The Postman Always Rings Twice

MGM Drama 113 mins.

AUDIENCE SLANT: (Adult) Readers of the Cain novel will find that the stark realism and tense drama of the book have been only partially realized on the screen. Others will discuss the allure and glamor and fashions of Lana Turner and her love scenes with Garfield in what they will consider to have been an entertaining evening at the movies.

BOX-OFFICE SLANT: The names of Turner and Garfield on the marquee, and the popularity of the novel, assure terrific box-office returns.

Cast: Lana Turner, John Garfield, Cecil Kellaway, Hume Cronyn, Leon Ames, Audrey Totter. Alan Reed, Jeff York. Produced by Carey Wilson. Directed by Tay Garnett. Screenplay by Harry Ruskin and Nevin Busch. Based on the novel by James M. Cain. Photography, Sidney Wagner. Art direction, Cedric Gibbons, Randall Duell. Musical score, George Bassman.

Plot: An arrogant young hitchhiker who stops at a roadside cafe falls in love with the unhappy wife of the proprietor. Faced with deceit and a hide-and-seek affair, they kill her husband. Although acquitted of the murder charge, and free to marry, the couple is still suspected by the district attorney. They now begin to fear and distrust each other until he proves his love by saving her from drowning. On their way home, happy at last, she is killed in an automobile accident and, by an ironical twist of fate, he is convicted of her murder.

Comment: Stored on the shelf for several years because of the Production Code, then brought out for screen treatment apparently

BOX-OFFICE SLANTS

on the strength of the success of two other adaptations of Cain novels ("Double Indemnity" and "Mildred Pierce"), "The Postman Always Rings Twice," one of James M. Cain's shortest novels and perhaps his most daring exposition of elemental passions, reaches the screen in a necessarily whitewashed version to conform to Production Code requirements. At least a decade old, the novel has had a wider reading audience than fiction of more recent vintage; thus the percentage of "book-to-screen" spectators is bound to be higher than average. For this reason, there will be considerable *pro* and *con* discussion of the film's merit, which will react strongly in its favor at the box-office. Readers will find the plot motivation toned down; they will find the principal characters (with the exception of John Garfield) not the types drawn by Cain; and they will find that the stark realism and tense drama of the book have been only partially realized on the screen. On the other hand, patrons who haven't read the book are likely to consider the picture an entertaining drama highlighted by Lana Turner who, besides being easy to look at and exhuding a generous amount of sex appeal, will attract heavy patronage. From an acting standpoint, however, Miss Turner fails to project the inner conflict, the frustrated desire that marked Cain's Cora Smith. One is more conscious of Lana Turner than the character she portrays. John Garfield has been ideally cast as the arrogant hitchhiker, but his performance appears subordinated to that of his co-star, thus detracting from its effectiveness. Of the supporting players, nearly all of whom seem to have been chosen for "stock" portrayals so as not to disparage the two principals, Hume Cronyn stands out in a brief role as a defense attorney, while Cecil Kellaway, as the roadside cafe proprietor and husband of Miss Turner, portrays a character which the book impressed as being not quite so refined as Mr. Kellaway plays him. The others, including Leon Ames, Audrey Totter, Alan Reed and Jeff York, are little more than adequate. The popularity of the stars and the novel should bring the crowds in droves, with the book-readers making the inevitable comparisons between book and picture, and non-readers discussing the allure and glamor and fashions of Miss Turner and her love scenes with Mr. Garfield.

Song of Arizona

Republic Western-With-Songs 68 mins.

AUDIENCE SLANT: (Family) Another Roy Rogers for the entertainment of those who enjoy plenty of song numbers, instead of the customary action and excitement.

BOX-OFFICE SLANT: Not up to the standard set by previous Rogers offerings in that it lacks thrills, fast action. Should do well, however.

Cast: Roy Rogers, Trigger, George "Gabby" Hayes, Dale Evans, Lyle Talbot, Tommy Cook, Johnny Calkins, Sarah Edwards, Tommy Ivo, Michael Chapin, Dick Curtis, Edmund Cobb, Tom Quinn, Kid Chissell, Robert Mitchell Boychoir, Bob Nolan and Sons of the Pioneers. Credits: Directed by Frank McDonald. Original story by Bradford Ropes. Screenplay by M. Coates Webster. Photography, Reggie Lanning. Associate Producer, Edward J. White.

Plot: Rogers, a well-known radio singer, goes back to his hometown to help Gabby in his efforts to help homeless boys. The bank carries a mortgage on Gabby's place, and it is up to Rogers and Gabby to find a way to pay it off. One of the boys, the son of a killer, finally sends in the necessary amount from his father's cache, but this only leads them all into trouble. Eventually everything ends happily for all concerned.

Comment: Each succeeding Roy Rogers pictures seems to become more of a musical than a western, and in this latest film one finds a fine example of just that. Here, instead of story and action, there are eight musical numbers that take the place of the excitement and thrills one expects to find in a Rogers picture. The song has replaced the villainous doings and Trigger's exciting chases, for here he is only seen in one or two mild rides, which help classify this as an outdoor picture. Most of the running time is taken up with music, with little plot to hold it together. Production is on a par with other Rogers pictures—tops—and the cast is just as good as ever. Roy presents five songs, the title number, which he sings with Bob Nolan and the Sons of the Pioneers, three with Dale Evans (as charming and capable as always) and one with the Robert Mitchell Boychoir. "Gabby" Hayes capably handles the role assigned to him and Lyle Talbot, Tommy Cook and Sarah Edwards are others in the cast who measure up. Direction by Frank McDonald spotted the musical numbers well and got fine performances from the players, but there was little he could do about the action and thrills, for it wasn't in the story. Production credit goes to Edward J. White.

Gentlemen With Guns

PRC Western 52 mins.

AUDIENCE SLANT: Some action with fists, but little gunplay.

BOX-OFFICE SLANT: Buster Crabbe and Fuzzy St. John for the marquees should be sufficient where Westerns are popular.

Cast: Buster Crabbe, Al (Fuzzy) St. John, Patricia Knox, Steve Darrell, George Chesebro, Karl Hackett, Budd Buster, Frank Ellis. Credits: Produced by Sigmund Neufeld. Original story and screenplay by Fred Myton. Directed by Sam Newfield. Photography, Jack Greenhalgh

Plot: Fuzzy St. John is about to enter into a mail order marriage with hard-boiled Patricia Knox and additional trouble comes his way when he won't give up valuable water rights to Steve Darrell. He sends for his pal, Buster Crabbe. Fuzzy is framed for a murder and he and Buster clean up the opposition, Patricia leaves town and everything is serene again.

Comment: Produced with a low budget and acted with the usual nonchalant competence of its chief actors, this is not quite up to the usual action requirements of Westerns, even though a few fist fights work out the right way. There is no visible gun play, the only shots fired being heard and not seen. The plot is thin and obvious, but the Western fans probably will find it sufficiently interesting. Names should draw where Westerns are popular. Otherwise suitable for double-bill programs.

Our Hearts Were Growing Up

Paramount Comedy 83 mins.

AUDIENCE SLANT: (Family) More adventures for the two girls in "Our Hearts Were Young and Gay." As entertaining as its predecessor.

BOX-OFFICE SLANT: The selling angle of "two girls fighting to keep the men they love" should help attract patronage.

Cast: Gail Russell, Diana Lynn, Brian Donlevy, James Brown, Bill Edwards, William Demarest, Billy DeWolfe, Sharen Douglas, Mary Hatcher, Sara Haden, Mikhail Rasumny, Isabel Randolph, Frank Faylen. Credits: Produced by Daniel Dare. Directed by William D. Russell. Screenplay by Norman Panama and Melvin Frank. Based on a story by Frank Waldman. Photography, Stuart Thompson.

Plot: Further adventures, romantic and other wise, of those irrepressibles of the '20s. This time, the girls meet up with a bootlegger, invade Greenwich Village where they run into all sorts of strange characters, and have a brief but exciting fling as careerists.

Comment: This is a continuation of the adventures that befell the two leading characters of "Our Hearts Were Young and Gay": Cornelia Otis Skinner and Emily Kimbrough. "Our Hearts Were Growing Up" concerns the upsets and seeming tragedies of young women fighting to hold their men. It is a light comedy that has moments of humor and gaiety which, since it revolves around the desperate plight of the young girls, has more heart interest than its predecessors. Otherwise it is similar in mood, period and general atmosphere, which makes it a good follow-up for those theatregoers who enjoyed the first offering. The same players have the leading roles, Diana Lynn and Gail Russell, and James Brown and Bill Edwards again play the boys they love. In roles that sail through smoothly, for it is right up their alley, Brian Donlevy and William Demarest do all right as two bootleggers, and Billy DeWolfe gets a chance to go through some of his comedy routines, which are responsible for most of the picture's laughs. Direction is by William D. Russell and Daniel Dare produced.

Roaring Rangers

Columbia Western With Music 58 mins.

AUDIENCE SLANT: (Family) Another in the "Durango Kid" series to please Western audiences, with good hillbilly music thrown in for added measure.

BOX-OFFICE SLANT: The combination of Charles Starrett and Smiley Burnette, who work together in smooth style, should have good box-office appeal.

Cast: Charles Starrett, Smiley Burnette, Adelle Roberts, Jack Rockwell, Edward Cassidy, Mickey Kuhn, Ed Cobb, Merle Travis and his Broncho Busters. Credits: Producer, Colbert Clark. Director, Ray Nazarro. Screenplay, Barry Shipman. Photography, George Kelley.

Plot: A frontier community is having trouble with outlaws, when the Durango Kid appears, posing as a rancher. Complications arise when an outlaw also poses as the Durango Kid. This outlaw is the hireling of the town's saloon-keeper, who is the leader of the gang, and the sheriff's brother. Just as the gang tries to conduct a fake auction to impoverish the good citizens, the real Durango Kid exposes the deal.

Comment: Production values are good in this most recent Durango Kid release. It is difficult to beat Smiley Burnette as a Western comic, and Columbia really has something in this seasoned performer. Starrett continues to rate as one of the most likable and virile screen cowboys. The pace of the film is well sustained, and the music is interspersed in such a way as not to interfere with the tempo. Merle Travis and his Broncho Busters have an excellent hillbilly band. Photographer George Kelley turned in an adequate job, with the chases and outdoor scenery right up to snuff.

The Strange Love of Martha Ivers

Paramount Drama 116 mins.

AUDIENCE SLANT: (Adult) A powerful dose of exciting melodrama excellently produced, directed and acted from a top-notch script. It should please all types of adult audiences.

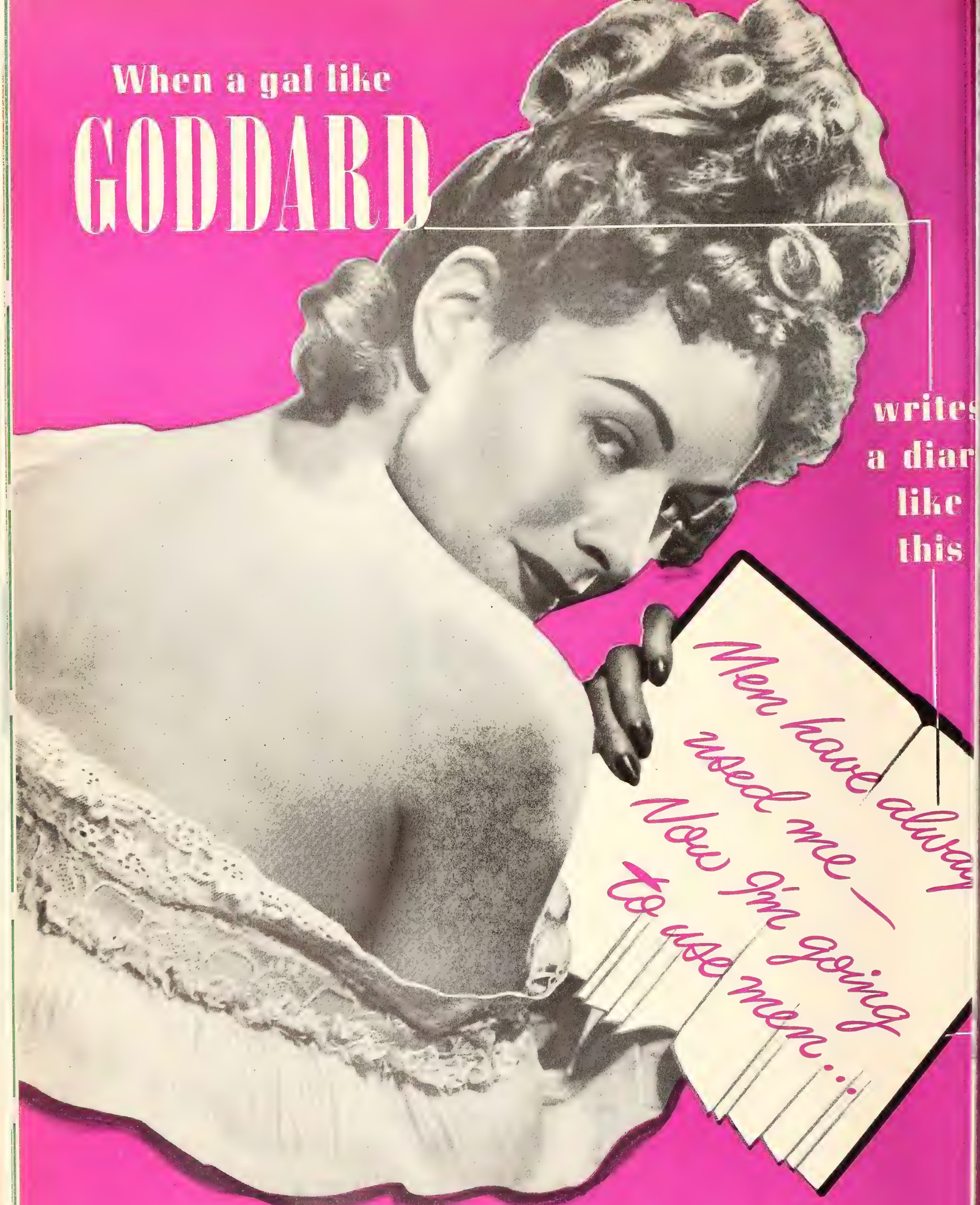
BOX-OFFICE SLANT: First magnitude marquee names and enthusiastic word-of-mouth praise should make this a formidable contender for top box-office grosses.

(Continued on Page 28)

When a gal like

GODDARD

writes a diary like this





no wonder why picture like ___ is destined for the Big Dough of '46 from U. A.

Benedict Bogeaus presents PAULETTE GODDARD in "DIARY OF A CHAMBERMAID" also starring BURGESS MEREDITH • HURD HATFIELD • FRANCIS LEDERER

with Judith Anderson • Florence Bates • Irene Ryan and REGINALD OWEN • Produced by BENEDICT BOGEAUS and BURGESS MEREDITH • Directed by JEAN RENOIR

Adapted from the novel by Octave Mirbeau and the play by Andre Heuse, Andre De Lorde and Thielly Nores • Screenplay by Burgess Meredith

BOX-OFFICE SLANTS

The Strange Love of Martha Ivers

(*Continued from Page 25*)

Cast: Barbara Stanwyck, Van Heflin, Lizabeth Scott, Kirk Douglas, Judith Anderson, Roman Bohnen, Darryl Hickman, Janis Wilson, Ann Doran, Frank Orth, James Flavin, Mickey Kuhn, Charles D Brown. **Credits:** Produced by Hal Wallis. Directed by Lewis Milestone. Screenplay by Robert Rossen from an original story by Jack Patrick. Photography, Victor Milner. Musical score, Miklos Rozsa.

Plot: Barbara Stanwyck as a girl, kills her aunt accidentally in a fit of frustrated rage. The act is witnessed by Kirk Douglas whose father then holds his knowledge of the crime over Miss Stanwyck's head to force a marriage of the two when they become adult. They think another boy (Van Heflin as a man) saw the crime (he didn't) but Miss Stanwyck is sure he'll never tell. Years later Van Heflin returns to his native town of Iverson, finds Miss Stanwyck married to Douglas. Heflin has become acquainted with Lizabeth Scott. Miss Stanwyck and Douglas are convinced that Heflin is out for blackmail and when she tries to win him by charms, and loses, her husband kills her and himself. Van leaves with Lizabeth, indicating an early marriage.

Comment: From every point of view, including story, screenplay, production, direction and acting, "The Strange Love of Martha Ivers" is a powerful dose of exciting melodrama. Hal Wallis has given the film every possible aid in production values and has cast the story exceedingly well. Lewis Milestone carries the ball from there as well, if not better, than the veteran director ever has done. Miss Stanwyck is superb, as usual, but it is Van Heflin who really takes over the screen each time he enters the scene. The character is ideal for his particular talents and he has a field day. He's tough and tender and impulsive in turn and whatever mood he portrays he is utterly convincing. Lizabeth Scott, too, is excellent most of the time but indicates an intrusive tendency toward "mugging." Kirk Douglas, as the bibulous, vacillating husband of Miss Stanwyck, portrays a "weak sister" very well indeed. Minor parts, including the principals as children also are well played. Top-drawer direction, sparkling dialog and convincing situations combine to make this film one of the really fine productions of this or any season. Adult audiences will enjoy it thoroughly and it ought to do much better than average business everywhere.

Gilda

Columbia **Drama** **110 mins.**

AUDIENCE SLANT: Engrossing drama interspersed with lively solo dance and song numbers of the sophisticated night-club variety and a picture of very "different" content and treatment for star Rita Hayworth. A picture for the grownups for whom it will register as sure-fire entertainment in all situations.

BOX-OFFICE SLANT: Something for the boys (that "Put the Blame on Mame" number of Hayworth alone will make the males glad their women made 'em go to the movies this night) and a picture that should register robust grosses in any showman's theatre.

Cast: Rita Hayworth, Glenn Ford, George Macready, Joseph Calleia, Steven Geray, Joe Sawyer, Gerald Mohr, Robert Scott, Ludwig Donath, Don Douglas, Lionel Royce, S. Z. Martel and others. **Credits:** Directed by Charles Vidor. Produced by Virginia Van Upp. Story by E. A. Ellington. Adaptation by Joe Eisinger. Screenplay by Marion Parsonnet. Director of photography, Rudolph Mate. Art direction by Stephen Goosson, Van Nest Polglase. Songs "Put the Blame on Mame" and "Amado Mio" by Allan Roberts and Doris Fisher.

Plot: Glenn Ford, trying to forget it all in Buenos Aires, soon goes from stoney broke to living on velvet because of his skill as a gambler and his ability to throw a punch fast and accurately. He becomes confidential assistant to George Macready, owner of a lavish gambling club as well as the directing genius of a cartel operating in tungsten under the top command of German interests. The gambling hall owner returns from a trip married, his bride being Rita Hayworth —former flame of Ford's. Bitterness between these two is the outcome of their intense love, but neither sees that until Ford, acting out of loyalty for his financial benefactor, plays guard over Rita to keep her for Macready. The latter gets into trouble and in a spectacular departure from Buenos Aires is considered lost when his plane is seen to fall into the sea. Actually he escapes and returns to threaten Ford and Hayworth just as they have found that the veil of misunderstanding between them has been torn away. The climax sees Macready killed in self defense and happy reunion for the former night club singer and dancer and her sweetheart.

Comment: The winning combination of Charles Vidor, Virginia Van Upp and Rita Hayworth has had something added and the latter is all to the good for purposes of suspenseful screen entertainment. The most important additions are Glenn Ford in a vigorous and grateful part, and a story of fundamentally sound dramatic motivation and no little theatrical skill on the part of the writers. The direction, of course, is superior. The glamorous Miss Hayworth ventures into the paths of histrionic flourish and in a series of dramatic scenes acquits herself most commendably. Frankly, we think that were the Hayworth beauty less electric, these acting displays of the star who is known most faborably and affectionately for her eye-filling dances and a matching aural accompaniment of throaty, emotion-stirring singing, would be far more impressive in their own right and that the star would be winning more plaudits than will be hers for this acting performance. Never mind that—the important thing is that Columbia here offers a bang-up picture for any theatre. It's entertainment for the adults—not necessarily because of its several very sensuous scenes but rather that much of it will be over the heads of the very young and too lacking in the kind of action that means entertainment to them. There is good dramatic suspense maintained throughout this show and if, at times, there is sign of some strain on the spectator because the script has not in some clever way contrived to let the audience in more on the past of the two lovers, that is more than offset by the absorbing interest the authors, the directors particularly, and the very able players have exercised in carrying out their assigned duties. High on the list of good performances by screen players must go the job turned in here by George Macready as the mysterious head-man of the cartel and owner of the gambling casino that is a mere "front" for international skullduggery. Steven Geray also is outstanding in his role as the philosophic old bird who runs the wash room at the gambling hall. It is an entirely outstanding cast. The picture will generate, we feel sure, some outstanding box-office "pull" during its key runs and thus it seems certain that there will be much showmanship material with which to work when "Gilda" plays its general first-runs and the later showings. It is the kind of show that deserves good showmanship on the part of every exhibitor who presents it at his theatre.

1945 Academy Awards

The academy awards for the "bests" of the 1945 motion picture season follow:

Motion picture—Paramount's "The Lost Weekend."

Male performance—Ray Milland in "The Lost Weekend."

Female performance—Joan Crawford in Warners' "Mildred Pierce."

Screenplay—Billy Wilder, Charles Brackett, "The Lost Weekend."

Male supporting performance—James Dunn in 20th-Fox's "A Tree Grows in Brooklyn."

Female supporting performance—Anne Revere in MGM's "National Velvet."

Film editing—Robert J. Kern, "National Velvet."

Sound recording—Stephen Dunn, RKO's "The Bells of St. Mary's."

Special effects—RKO's "Wonder Man," photography by John Fulton, sound by Arthur W. Johns.

Art direction—Wiard Ihnen, UA's "Blood on the Sun" (black and white); Hans Dreier, Ernst Fegte, Paramount's "Frenchman's Creek" (color).

Interior Decoration—A. Roland Fields, "Blood on the Sun" (black and white); Sam Comer, "Frenchman's Creek" (color).

Scoring (musical)—Georgie Stoll, MGM's "Anchors Aweigh"; (dramatic) Miklos Rozsa, UA's "Spellbound."

Original song—"It Might as Well Be Spring" (featured in 20th-Fox's "State Fair"), music by Richard Rodgers, words by Oscar Hammerstein II.

Cinematography—Harry Stradling, MGM's "The Picture of Dorian Gray" (black and white); Leon Shamroy, 20th-Fox's "Leave Her to Heaven" (color).

Original screenplay—Charles G. Booth, 20th-Fox's "The House on 92nd Street."

Documentary Production—"The True Glory" produced by Great Britain and the United States; Warners' "Hitler Lives?" produced by Gordon Hollingshead.

Cartoon—MGM's "Quiet Please" produced by Frederick Quimby.

One-reel short—MGM's "Stairway to Light" produced by Herbert Moulton.

Two-reel short—Warners' "Star in the Night" produced by Gordon Hollingshead.

Special awards—Child star, Peggy Ann Garner for "A Tree Grows in Brooklyn"; Frank Sinatra for his 2-reel tolerance film, "The House I Live In" (RKO).

Berlin to Direct 'Blondie'

Fourth of Columbia's new Blondie series, "Blondie Knows Best," with Arthur Lake and Penny Singleton, will be directed by Abby Berlin, who directed the other Blondie films.

Craig Option Renewed

Catherine Craig's option has been renewed for another year by Paramount.

Love

Laughter

and







STAN KENTON
and his
"BAND OF THE YEAR"



COLUMBIA PICTURES
presents

TALK ABOUT A LADY

(Your town'll be doing it too!)

JINX FALKENBURG · FORREST TUCKER · JOE BESSER

STAN KENTON AND HIS ORCHESTRA

Screenplay by Richard Weil and Ted Thomas
Produced by MICHEL KRAIKE
Directed by GEORGE SHERMAN

COLUMBIA'S SILVER ANNIVERSARY 1946

THEATRE MANAGEMENT



The Brass Tacks of Efficient Picture Theatre Management

DO YOU MAKE ADVERTISING PAY?

By Jack Jackson

Here's down-to-earth discussion of the whys and wherefores of good, profitable advertising for the theatre—most active of all advertisers. Theatre owners and managers can benefit by a thorough analysis of their advertising efforts and expenditures and the means of assaying the value of both—the efforts and dollars, that is—is outlined very concisely and most practically in terms of showmanship in this straight-from-the-shoulder article written by a theatreman with years of experience and outstanding show-selling records to his credit.

How about your advertising? Are the dollars you send winging out from the theatre cashbox along the familiar advertising paths (I mean the long-established, week-to-week or program-to-program procedures) attired in that Circe array and possessed of the Siren tonal allure that will seduce and decoy an appreciable number of similar greenbacks to follow the homing dollars on their way back to your box-office? Indeed, are you quite sure that your own dollars will find their way back to your theatre? That can happen to you—it does to all theatremen who have gotten into a mere habit of putting dollars into the same slots of the advertising machine and so never even notice whether they have tied off the jack-pot release thus eliminating all opportunity for the higher prize-winning combinations and leaving themselves only the cherries and lemons on the revolving wheels.

Believe me, Mister Showman, there are an awful lot of your fellows in that kind of a rut and it may be wise to take a thorough check to see if you happened inadvertently, to join the ranks of those who are bucketing their money into wells that have long since gone "customer-dry." Just as your exhibition success depends on constant change and revamping of the entertainment quotient you offer the public, so does your advertising success depend on the development of new and different manners of attracting attention to your establishment and its merchandise.

Of course there are certain media that can be depended on to "touch" the interest of certain elements of patron potential and such media are deserving of a place in your advertising budget. Newspaper, radio, attraction boards, front display, lobby and trailers are the highest rated and promise the greatest reward of consistent return. But, if you'll take the time to study these factors you'll find that the injection of a little novelty in their makeup and presentation will result in their "grabbing" and "holding" rather than "touching" and "reaching" the attention of observers.

Change Style of Signature Cut

How long has it been since you changed the style of your signature cut? Do you vary the day-to-day size of your newspaper ad? Is it a regular weekly recurring procedure? If so, try running the big ad on Monday instead of Sunday, straight type with a clever catchline instead of an illustration, double column instead of single column and vice versa. Try making use of a small ad on the sport page when you have an athletic picture. Get some space on the women's page when you have a "Leave Her to Heaven" and don't forget that the classified columns will reach still another segment of newspaper readers.

Before you write an ad study the emotional appeal of your pictures and fight for the right words to stimulate in the readers the kind of reaction that will make them want to grab their hats and head straight for your box-office. Check the proofs to see that what you have to say is properly presented in the most forceful type fonts. It's true that "Type Talks" but it has a very monotonous voice when no variation exists in the style or size of face used. Give imagination full rein in preparing layouts so that when the display appears it will have an attractive shape to command attention more forcibly than the companion ads that surround it. Remember that newspaper display is probably

(Continued on Page 36)

Woodin Family Seeks Old Friends For Fete

Larry Woodin of the Arcadia Theatre, Wellsboro, Pennsylvania, is at present expending every possible effort to make contact with the Woodin family's scattered friends in the motion picture business in an attempt to invite them to a gala celebration to be held June 22nd at Wellsboro at which time and place the industry, with the cooperation of producers, distributors and just plain friends, is scheduled to pay tribute to one of the pioneer families of show business with an aggregate service of 219 years!

June 22nd will mark Larry Woodin's 20th year at the Arcadia Theatre in Wellsboro and also will pay tribute to the fact that his father, William L. Woodin, Towanda, Pa., who has been long affiliated with the Comerford-Publix Theatres; his wife, Mrs. Larry Woodin and his aunt, Mrs. M. A. Kershner are still actively engaged in the motion picture business with aggregate lengths of service of 132 years.

Mrs. Kershner, believed to be the oldest active theatre cashier in the country, still handles the box-office at the Keystone Theatre, Towanda. She has been connected with show business since the turn of the century.

Others to be honored at the celebration include Allen and Linda Kershner, cousins of Larry Woodin and the following deceased members of the family; Mrs. William L. Woodin, Towanda, who spent 30 years in show business; Charles A. Woodin, Canton, Pa., who managed the Comerford-Publix Capitol at Maunk Chunk, Pa., at his death and Charles Allen, Larry Woodin's grandfather, who operated a nickelodeon at Towanda in the early days of the film business.

Beats Materials Shortage, Speeds Theatre Opening

Shortage of materials and other construction problems which delayed the opening of the Music Hall at Hot Springs, Ark., took a beating when H. S. McCord, secretary treasurer of the Malco circuit, which operates the 1250-seater, took off his coat and got to work.

The house, which opened recently with "Miss Susie Slagle's," is described by Malco President M. A. Lightman as the "finest . . . in our 80-house circuit." This despite the fact that the outfit had to delay a year in getting open because of critical shortage.

An example of how McCord used his head is found in one incident alone. Neither wood or metal was available for an ornamental stair rail. McCord procured light weight, flexible metal, bent and guided in the form he wished, fixed it to standards and then filled the pipe full of concrete which hardened to give a solid stair rail. Whole was then covered with velvet.

Don't Use Nails

In fastening displays to marquee roofs the constant use of nails very often causes leaks that cost considerable in time and money to repair. Carpenter's clamps, wiring and other methods can easily be substituted.

Prepare Summer Uniforms

Now is the time to get out the theatre's stock of summer uniforms, have them fitted to the present staff and then send them out to be cleaned to be ready for the summer.

International Pictures

GIVES THE SCREEN

THE GREAT DRAMA OF OUR TIME!

(MILLIONS WILL WANT TO SEE IT AGAIN, AGAIN AND AGAIN!)


THE LOVE STORY
today -
GOOD ENTERTAINMENT
IS INTERNATIONAL

hat will live with you
omorrow - and forever!

INTERNATIONAL PICTURES presents

Claudette Colbert

Orson Welles

George Brent

in

TOMORROW IS FOREVER

with

Lucile WATSON Richard LONG Natalie WOOD

JOYCE MacKENZIE Directed by IRVING PICHEL Produced by DAVID LEWIS

Novel and Ladies' Home Journal story by GWEN BRISTOW • Screen Play by LENORE COFFEE

Music by MAX STEINER Released by RKO RADIO PICTURES, Inc.

Presold

through National Magazine Advertising to 34,295,170 CIRCULATION!

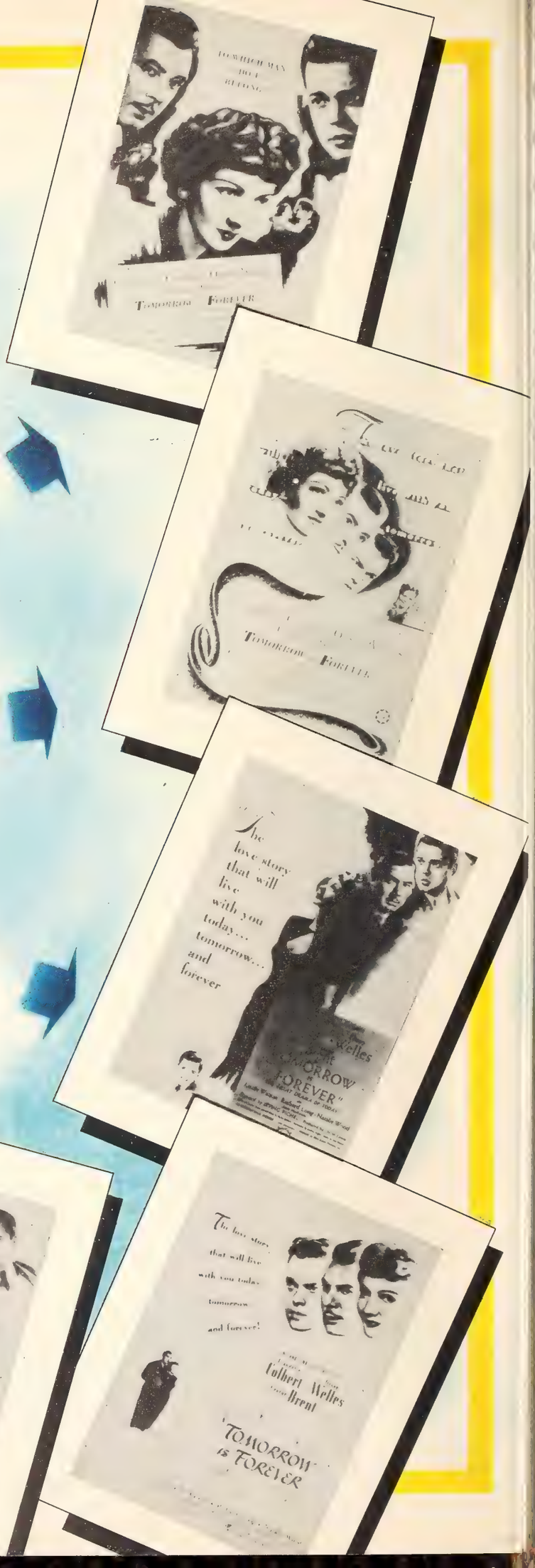
. . . Full-page ads in LIFE – LADIES HOME JOURNAL – WOMAN'S HOME COMPANION – SATURDAY EVENING POST – COSMOPOLITAN – REDBOOK – TRUE STORY – TRUE CONFESSIONS – LOOK – PARENTS – PIC and the ENTIRE FAN LIST . . .

. . . Promoted over the air to more millions of homes through broadcasts of the hit song,

"TOMORROW IS FOREVER"

because

"GOOD ENTERTAINMENT IS INTERNATIONAL"



THEATRE MANAGEMENT

Arrange Details of Spring Cleaning Now

All Sections of Theatre Should Be Renovated for Summer Months Operation

The advent of Spring usually brings to the experienced theatreman's mind the same thing that occurs to the housewife—the necessity of cleaning up the place! Although the housewife has a routine that includes taking down the curtains, taking up the rugs, making slip covers for and rearranging the furniture, etc., it differs little in essentials with the chores necessary in every well run theatre to bring the house to apple pie order.

What to do and when to do it to accomplish the desired result very often is laid out in a written order to the cleaning and maintenance crews by the theatre manager after consultation with the heads of various departments in the theatre. Very often the theatre manager makes a detaied tour of his theatre and requires the heads of his departments to accompany him. making notes on necessary changes and repairs as they go—and this procedure is advocated.

A start on this tour might take place on the roof to take stock of possible damage there. Water tanks, tank roofs, walkways, ladders and tank structures should be examined closely to see if any parts of covers or platform have been blown away during the winter months. Examination of the steel work, particularly any riveted joints, might show that rusting has been taking place undetected.

While still on the roof look over the portion of the upright sign visible from that angle. Overloading due to sleet, snow and rust may have damaged some of the supports or the sign itself. Also inspect the cornice and coping most carefully. Frost and moisture may have loosened tile or bricks.

Search for Leaks

While still outside, climb up atop the marquee to see if any leaks have been acquired during the winter. Maybe the supports are rusty. Then an inspection of the marquee letters will reveal just how dirty they have become due to smoke, dust or just inclement weather. By washing each letter in ammonia water the original sparkle will return. A new paint job on the metallic parts will help, too. The marquee renovation can be competed with a change in the lamps under it to give a new appearance. Change the lamps in the upright sign, too, for freshness.

An inspection of the entire front might reveal a need for a new paint job or at least painting repairs where chipping has occurred. If the theatre has a false front the composition board used must have deteriorated considerably during the winter months. Although this material is still in the hard-to-get class, an order placed now for the required kind and quantity will allow renovation to start just as soon as shortages ease. In any event a change in color is advocated.

While still out in front some thought might be given to the frames for the theatre's "now playing" attractions. The frames themselves, or the background boards, might be given new spring colors and designs.

Inside the lobby an inspection might show that set-pieces have been in the same locations all winter. Changing them to a different arrangement or building new ones will give the lobby an appearance of newness, of freshness. Lighting should be changed here, too, to spring and summer colors.

Before inspecting the inside of the theatre, look at the fire escapes to see whether or not rust has accumulated during the winter. If it has, a coat of red lead followed by a regular paint job will keep these necessary appurtenances in good condition to last through the summer. The outside of the exit doors may also reveal some rust and should be treated in the same manner—with red lead and paint.

If the theatre is so arranged that its rear or side is on an alleyway, a check might now be made to see that no obstructions or encumbrances are there. The alley should be completely cleaned—swept, if that is necessary, for good appearance.

Now a trip into the cellar. During the winter considerable rubbish may have accumulated (it shouldn't in a well regulated theatre) which should be removed and destroyed. The cellar should be thoroughly cleaned and whitewashed or painted, depending upon its finishing.

Next, a trip into the boiler room. If the procedure has been to place the boiler out of service during the warm weather it first should be flushed out and thoroughly cleaned. Gauge glasses, any automatic devices, oil burners, etc., should be overhauled and thoroughly checked.

There is some controversy about the method of handling the boiler for summer months, but most authorities recommend that it be left partially filled with water. If this is done it obviates the possibility of damage should some uninformed employe decide to burn rubbish rather than dispose of it otherwise. Heat without the water probably would cause cracking or other damage. Some insurance companies insist upon having a soda ash solution in the boiler, but this should not be done without consultation with the theatre's own insurance representative. Be guided by his advice.

Flues, stacks and the furnace itself should be thoroughly cleaned of all accumulations of dust, soot, etc. Neglecting this important phase of the spring cleaning job may result in moisture collecting, with heavy rust and corrosion to contend with when cooler weather returns.

Grates and itnerior surfaces of the boiler should be cleaned and inspected for necessary repairs. Cracks may have occurred in one or more sections during the winter and should be repaired with seaing compounds, and arrangements should be made to replace the repaired sections as soon as possible. Cracked, repaired sections cannot be depended upon for any length of time and may fail at a critical moment, causing plenty of grief.

Hot water might be supplied during the summer by a gas- or coal-heated device. In either case, an inspection of the water tank should be made to insure that it is in good condition. In the case of a gas heater, the burner should be inspected by a representative of the local gas company, with particular attention paid to the pilot light or other automatic device that starts the flame. Either the gas company man or a plumber should go over the heating coils to see that no leaks have occurred during the apparatus' disuse.

If the theatre manager has not, as part of his yearly routine, checked on the working condition of the theatre cooling system, this should be done without delay, preferably by an expert in the field. Because there still is a shortage of this type of inspection advice, immediate arrangements for an appointment will put the theatre at least on the waiting list.

Inside the theatre the usual cleaning chores should be a little more thorough than usual for the annual spring cleaning. The head of the cleaning crew should have its members pay particular attention to out-of-the-way places—behind the last row of seats, for instance. All drapes shoud be taken down for cleaning. Every single thing inside the theatre that can be cleaned—should be cleaned—and good!

With the advent of warmer weather the theatre doors should be opened and permitted to remain open until just before the first show to permit the circulation of good, clean air.

A check on all fire extinguishers will show whether or not new chemicals are necessary. This is a MUST in spring cleaning. When the extinguishers are refilled, tag each one with the date of refilling. Then check all other fire control apparatus.

As the days get longer and changes in time in various states possibly take place, it might be advisable to change the schedule a little—bring the feature on a little later to permit the spring planting in small garden plots to be done by the amateur gardener. Conditions in each locality will dictate the plausibility of this type of show alteration.

In addition to all of the suggestions made here, particularly if the theatre manager has issued a written order to department heads detailing just what is to be done, it is advisable for the theatre manager to take these department heads with him on another inspection tour to see for himself if his orders have been carried out completely.

The purpose of the second inspection is not particularly to catch anyone in a dereliction of his duty but for the manager to see for himself if any other changes are suggested when the ones already ordered, and presumably carried out, have been put into action, thus changing the picture of the theatre that was presented during the first inspection.

Spring cleaning is tough—nobody likes it very much, but it is a job that must be done in any well-regulated theatre.

MANAGERS' CHECK REMINDER

Lighting

- ☐ Where can you effect a savings on your light and power consumption? Are you satisfied that your front is being lighted at the proper time?
- ☐ Is lighting changed at appropriate times?
- ☐ Is there enough light in Auditorium?
- ☐ Do lamps operate at full brightness when full up?

THEATRE MANAGEMENT

Refresh Your Advertising Slants, Advises Jackson

(Continued from Page 30)

the most expensive of your advertising mediums. If you don't make every word count and don't take the care and time necessary to present your message in the most attractive and convincing manner you're throwing away a good portion of the money expended.

Try to give added appeal to your trailer presentation. Try a colored overlay, flashing the footlights on and off, making some freakish sound, saying a few words over the P.A. system before or after its presentation or in some other manner letting the customers know every now and then that something special is in store for them.

Those advance displays around the theatre also can be given extra treatment that will strike the "something different" note that always commands forcible attention. Putting skidoo buttons in the light sockets, changing the color of the lights, using colored streamers and a fan to blow them across a spotlight or cutting off all the lights and using a spotlight and color wheel are just a few of the many ideas that will make the old displays seem new and cause that "second look" that sells tickets.

Offers Possibilities

The front offers so many possibilities for frequent change that variation is limited only by your own imagination—plus observation of what you see in the magazines and in the windows of other merchants. Try changing the color effect in the soffit; setting the attraction board letters in different sizes (if you happen to lack variety in sizes and style of letters an answer is as close as the nearest sign shop, because letters cut from wall board or plywood will do the job), lay in a stock of flags and streamers, buy a few color-wheel motors from the local juke box man, lay colored cellophane behind the glass panels, or use gelatine from the booth supplies. But keep trying in every possible manner to command attention to your theatre and let the observer know that things have—and constantly are being—changed at the establishment.

Don't get into the rut of taking it for granted that all your customer potential read the newspapers or come in touch with any of the other established week-to-week activities. Don't conclude that the hearty response to last week's stunt is any guarantee that the same procedure will continue to produce business on an extended holdover period.

It's far better that you drop an activity while interest is at its height and give it a return date some time later than to exhaust its possibilities and take a chance on boring even a few of your customers. Let the old maxim that governed the performance of stage headliners for years, "keep 'em hungry and wanting for more" be your guide in the handling of all special advertising campaign effort.

Because we handle highly perishable merchandise all too many of us excuse wastage of money and effort on the false premise that instant decision and quick action are essential to successful marketing in our business. Nothing could be further from the truth. Only in isolated cases do we play a feature that has not been booked well in advance and about which we already have no end of material and suggestions with which to prepare a selling campaign that will keep our money out of those "customer dry" wells. Of course it takes a mighty strong character to place both hands firmly against the edge of that Gin Rummy table and resolutely push one's self away. But, if you'll do it and spend some time in intensive study of the pictures scheduled for the week after next, and lay out your advertising accordingly, you'll be ahead more money than if you succeed in "blitzing" everybody in the club.

Don't overlook the billing route and those window locations. You can—and probably do—post a lot of your hard-earned grenebacks along with the lithos. Check the changes in bus routes, etc. If their work interferes with the attention value of your posting, stop the posting until the situation is corrected and the locations regain their desirability. And, try checking on your bill poster occasionally to see that the valuable boards are kept properly blanketed and neat in appearance.

How long has it been since you looked over the frames that hold your attraction cards in the hotel lobbies? Those frames should be cleaned up at frequent intervals and it's advisable to change their color background or design every now and then. The same goes for frames in other desirable locations. Nothing discourages public attention as quickly as sameness, dinginess and dirt. Why not take a few hours a week to visit with the store keepers who display your window cards. See if you can't prevail on them to give better space to your material. Explain the value of those colored repros of Grable's gams and the illustrations showing what Vivian Blaine and others have to offer as "something for the boys." Tell 'em how the bobby-soxers spend hours gazing at Van Johnson, How Fred MacMurray and Ray Milland are "topics of the times" at any and every "femme" gathering. Make them understand that those window cards possess the magic and magnetism of "glamor" and that they can be depended on to sell any merchandise displayed in their starry aura. Also, while you're about it, sell him on the idea of changing his backgrounds and the location of the cards at frequent intervals.

Look over those special displays that keep your art shop busy 'way into the wee small hours. Do the dollars you're spending on these carry the Circe lyre and the Siren lure that will entice its fellow dollars to haunt your box-office? I'll answer for you; very seldom! In the great majority of cases such displays, in order to be effective, are far too expensive to return theatre revenue commensurate with the outlay of cash and effort necessary to their completion. Except in the rare instances where you can get genuine gowns or other effects used in the film production and where the co-operator goes to great lengths to make the display attractive at his own expense, only a corporal's guard of the dollars sent out ever find their way back to the theatre. Such displays have possibilities of paying in theatre prestige but very, very rarely will their presence be evident on the daily box-office report.

Must Have a Cloud

Back in the days when business was hard to get, theatremen did a lot of brain-beating for cost-free methods of getting their attractions before an audience potential whose flattened pocket-books made attendance in any theatre a luxury. And, while we never had to dig out the ropes the effort went a long ways toward keeping the wolf from eating the carpets off the floors and the seat of the owner's pants intact. Today, with money as plentiful as OPA regulations, there is no need for such skimping. But, just as every cloud has a silver lining so must every silver lining have a cloud. All the silver lining has to do is to turn over—and there is plenty of evidence at hand to indicate that such a non-so-difficult maneuver may be imminent.

Those who are dissipating the largesse of the Gods of Plenty are certain to be among the first to be awarded the "failure diplomas" that will be handed out in bundles when the boom days are over. Take a check on your advertising expenditures Mr. Showman. From ten to twenty-five per cent of your receipts are being spent in this account column every week. Perhaps you can't reduce the budget but you can make every one of those dollars do a better job either by improving their present performances or putting them to work at new jobs and in different places.

ERE'S A DAINTY DISH...
OR 140,000,000 ADVENTURE-HUNGRY MOVIE FANS!



THRILLS, ADVENTURE, AND DARING ROMANCE AND EXCITEMENT...

AS ONLY

ALEXANDRE DUMAS

(The Greatest Boxoffice Name in Entertainment!)

COULD WRITE!

"The Wife of MONTE CRISTO"

FILMED FOR THE FIRST TIME!

A cast of stars to bring to life these red blooded thrilling Dumas characters...

starring

JOHN LODER · LENORE AUBERT

with

CHARLES DINGLE
FRITZ KORTNER
EDUARDO CIANNELLI
MARTIN KOSLECK
FRITZ FELD
EVA GABOR

DIRECTED BY EDGAR G. ULMER

(In the Swashbuckling Manner of Dumas!)

Associate Producer JACK D. GRANT

80,000,

NATIONAL





Here are the great national magazines which
read from cover to cover by the greatest au
ence-market in the country, every adventu
hungry reader of which is waiting eagerly
"The Wife of Monte Cristo" to open in his to

...000 READERS

...HAVE BEEN PRE-SOLD BY THESE ...ADS ON "THE WIFE OF MONTE CRISTO"





Here are the smashing ads which are telling America about the thrills, romance and adventure they'll find in PRC's production of Alexandre Dumas' "The Wife of Monte Cristo"!

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

CHECK-UP ON PRODUCT IN WORK

Seven Studios in Heavy Production Activity, With Universal Increasing Tempo; Three Writers Busy on Screenplay of 'Ramrod' for New Enterprise Company

PRC Finishes Picture, Sets Up Ambitious Release Schedule—"Crime in the Night," Sig Neufeld production featuring Hugh Beaumont and Cheryl Walker, finished this week. Although PRC production is now at a temporary lull, the company announced last week that eight films will be released during March and April. The films are: a second color outdoor action series release; "Gentlemen With Guns"; "Mask of Diijon"; "Murder Is My Business"; "Thunder Town"; "Devil Bat's Daughter"; "Caravan Trail" and "Wife of Monte Cristo."

The Philo Vance series has been turned over to Alexander-Stern Productions.

* * *

RKO RADIO Goes Strong on Production; Has Six Features Rolling—This studio is still out in front as far as activity on the sets is concerned. Disney is finishing his latest animated feature, "Make Mine Music," which includes a galaxy of big names. "Child of Divorce," exploitation picture, is also finishing, and "Desirable Woman," starring Joan Bennett, is apt to be completed shortly, having been shooting for 50 days. "Sinbad the Sailor," Technicolor special, moves into fourth week. "Criminal Court," featuring Tom Conway, Martha O'Driscoll, and Robert Armstrong, is in its second week before the lensmen.

Just starting is "What Nancy Wanted," a comedy-drama starring Brian Aherne, Laraine Day and Robert Mitchum. Bert Granet is producing and John Brahm directing. "What Nancy Wanted" gives RKO a record of six features currently before the cameras.

"A Likely Story," Bill Williams-Barbara Hale picture, finished this week, and goes into editing.

"Honeymoon" is having trouble because of Joseph Cotten's disapproval of his role. By the time this column appears, Cotten may have reconciled his differences, however, and the picture may get started.

Samuel Goldwyn is scheduled to start his big effort for RKO in two weeks. "The Best Years of Our Lives," formerly titled "Glory for Me," rolls April 1. Goldwyn is expected to start another film simultaneously, "The Secret Life of Walter Mitty," to star Danny Kaye.

* * *

MONOGRAM Continues Accelerated Production Tempo; Three Films Rolling—This studio is going strong, with three pictures before the cameras and two scheduled to start Monday. "Don't Gamble With Strangers," Jeffrey Bernerd production; "The Fighting Texan," Johnny Mack Brown western, and "High School Scandals," Teen-Age series production, are all being shot. This coming Monday finds the latest Cisco Kid starting, as yet untitled. Gilbert Roland is featured, with Martin Garralaga. Scott Dunlap produces. "Bowery Bombshell" also is set to start Monday, with Jan Grippo producing this most recent in the Bowery Boys series.

"High School Scandals" shot its opening sequences in San Fernando Valley.

Latest independent organization to release through Monogram is the newly formed B & B Corporation, formed by Jack Bernhard and Bernard Brandt. Both are sons of well known picture executives.

* * *

UNITED ARTISTS Production Setup Remains the Same, With Three Films in Work—This organization ought to be busier next month, with a number of its independent producers planning starts on films, but this week finds just three pictures shooting. They are "The Strange Woman," "Angel on My Shoulder," and "Mr. Ace and the Queen." "The Strange Woman" and "Angel" are both set to finish within the next two weeks, having had long tenures before the cameras. "Mr. Ace" is making up for time lost due to the extended illness of George Raft.

Buddy Rogers and Ralph Cohn still plan to make "Little Iodine," based on the King Features cartoon, as their first effort for Comet Productions. They have purchased a story concerning GI war brides from Bob Williams, which will be produced as "The Singing Village."

When Hedy LaMarr finishes her first independent venture, "The Strange Woman," with Hunt Stromberg, she will start preparing the next, "Dishonored Lady."

David O. Selznick is still putting the finishing touches to his four-hour production, "Duel in the Sun." Selznick signed Louis Jourdan, French film star, to a contract. Alfred Hitchcock, who will direct Jourdan's first American starrer, "The Paradine Case," is now working on the script with Alma Reville.

* * *

PARAMOUNT Shooting Four Films, With Two More Set to Go Next Week—This studio is more active than it has been in some time. Most recent starter is the Bing Crosby production, "Welcome Stranger," which has been shooting eight days.

Also shooting is "Perils of Pauline," a Technicolor film starring Betty Hutton. "Suddenly It's Spring" and "Perils" have both been shooting three weeks. The film that has been going the longest at Paramount is "O.S.S."

Scheduled to roll Monday are "Where There's Life" and "Seven Were Saved."

"California's" location crews are finishing their excursions into the state for scenic beauties to be shot as introductory footage to the picture.

* * *

COLUMBIA Still Behind Ordinary Shooting Tempo; Four Pictures Going—This studio remains somewhat behind in production, but is ahead of last week's schedule. "The Jolson Story" still rolls, with likelihood that it will establish some sort of record for time before the cameras. "Gallant Journey," Glenn Ford-Janet Blair starrer, is starting its third week. "Power

(*Continued on Page* 44)

Pressburger, Sanders Form Regency Outfit

Out of an association which started with production of the recently completed feature, "A Scandal in Paris," starring Carole Landis, Signe Hasso and George Sanders, Regency Productions, Inc. has been formed, with Arnold Pressburger as president and Sanders vice-president. Douglas Sirk, a director, is listed as a substantial stockholder.

Regency Productions, according to its announcement through United Artists, plans to make two or more productions annually. The first is reported to be based on an original story and is titled "Change of Times." It will star George Sanders.

Federal Films Name Four UA Releases

Boris Morros and William LeBaron's newly formed Federal Films will release its first four productions through United Artists. They are "Carnegie Hall," with more than 17 personalties including Lauritz Melchior, Serge Koussevitzky, Walter Damrosch, Lily Pons and the Boston and Philadelphia orchestras; "Babes in Toyland," "Carmen from Kenosha" and "Immortal Beloved." All are musicals.

Briggs Joins RKO Radio

Stanley Briggs has been named editorial assistant to RKO Radio Executive William Dozier. His duties will include reading and advising on story possibilities and purchases. For the past four years he served as story advisor to MGM Producer Edwin Knopf.

Bryar in Shayne Film

Paul Bryar has been signed for the role of Rourke, newspaper crime reporter, in PRC's "Crime in the Night." The film, second in the series of Michael Shayne detective films, stars Hugh Beaumont and Cheryl Walker, and will be directed by Sam Newfield.

Karlson Directs 'Bowery'

Monogram's "Bowery Bombshell," third production in the Bowery Boys series, will be directed by Phil Karlson, recently signed. The film is produced by Jan Grippo and filming starts March 20. The series stars Leo Gorcey with Huntz Hall, Bobby Jordan and Billy Benedict.

'Hayride' Songsters

"Missouri Hayride," PRC's forthcoming musical romance, produced and directed by Josef Berne, will have seven original songs, written by Kim Gannon and Water Kent, who have just been signed by the company.

To Film Folk Music Hunt

John A. Lomax's odyssey in search of American folk music will be brought to the screen by Paramount which announced purchase of the ballad detective's "Adventures of a Ballad Hunter" last week. MacKinlay Kantor will write the screenplay.

HOLLYWOOD

Paramount Preparing 30 High-Budget Pictures

More than 30 productions—to augment the 20 already programmed for the first three quarters of the current year—were scheduled by Paramount in Hollywood this week, according to an announcement by Production Vice-President Henry Ginsberg, who said they would all be high budget pictures.

The thirty, now being prepared for production, include "State of the Union," "Dream Girl," "The Captain Fled," "The Great Gatsby," "Comin' Thru the Rye," "Abigail, Dear Heart," "The Immortal Wife," "Mme. Sans Gene," "Blaze of the Moon," "The Sun Field," "Isn't It Romantic."

"Full confidence in business conditions, both in the film industry and throughout the nation," Ginsberg said in announcing the product, "has prompted us to plan far in the future."

RKO Radio Buys 'The White Tower'

"The White Tower," current best-seller by James Ramsey Ullman and recent Book-of-the-Month selection, has been bought by RKO Radio. The author will come to Hollywood to work on the screenplay of his adventure romance set in the Swiss Alps.

"The White Tower" will be directed by Edward Dmytryk, who directed Dick Powell in "Cornered."

3 Tunes Set for 'Texan'

Three original songs have been bought by Monogram Producer Scott R. Dunlap for "The Fighting Texan," starring Johnny Mack Brown, Reno Blair and Raymond Hatton. The songs purchased were With Someone Like You to Love, by Meyer Grace and Harry Brooks; Texas Jubilee, by Curt Barrett, and He's Mine, All Mine, by Lou Herscher.

Signs Wanda Hendrix

Paramount has signed Wanda Hendrix, 17-year-old actress who did the maligned slavey in "Confidential Agent," to a term contract and immediately assigned her to a role in "Welcome Stranger," starring Bing Crosby, Joan Caulfield and Barry Fitzgerald. Elliott Nugent will direct.

Production Manager

Clem Beauchamp has joined Sol Lesser Productions as production manager on Lesser's forthcoming production of George Agnew Chamberlain's "The Red House," to be directed by Delmer Daves.

Fowley in PRC's 'Crime'

Douglas Fowley has been added to the cast of PRC's "Crime in the Night," second in the "Michael Shayne" detective film series, starring Hugh Beaumont and Cheryl Walker. Holbrook Todd was named film editor.

Referee Gets Role

Pat McKee, Hollywood's favorite referee, gets an important role in RKO Radio's "A Likely Story," supporting Bill Williams and Barbara Hale.

Wisbar-PRC Sign Contract

Frank Wisbar has signed a three-way contract with PRC whereby he will serve as writer, producer and director.

STUDIO NEWS & PROGRAM NOTES

Borzage to Direct Rogers in 'The Magnificent Doll'; Joan Edwards to Make First Picture for Republic

"Say It With Music," musical comedy being planned by Columbia as a starring vehicle for Joe Besser, was put on the production schedule of Ted Richmond. Maurice Tumbragel was assigned to develop an original story for the film.

Macdonald Carey resumes his film career after three years in the Marine Corps when he reports for his role in Paramount's "Suddenly It's Spring," starring Fred MacMurray and Paulette Goddard. Mitchell Leisen directs and Claude Binyon produces.

Gordon Douglas will return to RKO to direct the second Dick Tracy feature, which will have Morgan Conway portraying the detective and Anne Jeffreys as Tess Trueheart. Herman Schlom is producing the series, with Sid Rogell as executive producer.

Frank Borzage has been signed by Jack Skirball and Bruce Manning to direct Ginger Rogers and a stellar supporting cast in Irving Stone's "Magnificent Doll," based on the life of Dolly Madison, which will go into production in April for Universal release.

Dennis Morgan and Jane Wyman were set by Warners as the leads in "Cheyenne," soon to go before cameras with Raoul Walsh directing and Robert Buckner producing. Janis Paige has also been signed for an important role.

Gloria Jean has been signed to an exclusive five-year contract by Sam Coslow, and will play the ingenue lead in his first production, "Copacabana," in which Carmen Miranda and Andy Russell will star.

Alexander - Stern will produce "Hitler's Daughter," PRC's first post-war film about the Nazi resistance movement. Peter O'Crotty, ex-war correspondent, will write the original screenplay.

Shemp Howard and Frank Sully were assigned the two comedy roles in Columbia's "Power of Attorney," which D. Ross Lederman will direct, with Forrest Tucker and Lynn Merrick in the leading roles.

Joan Edwards, singing star of the Hit Parade, will star in her first picture, "Hit Parade of 1947," to be produced for Republic by Robert North.

Monogram has taken up its options on five players as a result of the studio's decision to continue Producer Joe Kaufman's "Shadow" series. Renewals are Kane Richmond and Barbara Reed, who co-star in the series, and George Chandler, Joe Crehan and Pierre Watkin for supporting roles.

J. Carrol Naish was signed by Warners for an important role in "Stallion Road," which James V. Kern will direct and Alex Gottlieb produce.

Martin Mooney's first production at RKO, "Criminal Court," teaming Tom Conway and Martha O'Driscoll, is now under way with Robert Wise directing.

Hillary Brooke has been set to play the glamor-girl role of the "other woman" in Republic's top-budget film musical, "Earl Carroll's Sketchbook." Constance Moore and William Marshall are co-starred with Al Rogell directing and Robert North producing.

Lynn Baggett, John Sheldon and Jess Barker were set by Writer-Producer Val Burton for top feature roles in the new Abbott and Costello comedy for Universal, "The Ghost Steps Out."

Guy Wilkerson, who played the role of the patient in Bellevue Hospital sequences in Paramount's "Lost Weekend," was cast in an important role in "Danger Street," Pine-Thomas production for Paramount. Jane Withers and Robert Lowery are starred, with Lew Landers directing.



'THEN YOU SAY . . .' On the set of Warners' "Two Guys From Milwaukee," Director David Butler (the man with shoes on) points to Jack Carson as he tells Dennis Morgan how he wants the next scene to be played.

Stack Signs With Liberty

Navy Lt. Robert Stack, who had just stepped into starring roles when he entered the service, will come to Liberty Films, Inc., upon the expiration of his Universal contract in June. Lt. Stack's first assignment will be "One Big Happy Family," to be produced and directed by George Stevens for RKO Radio release.

Republic Buys 'Creek'

"Silver Creek, N. Y.," an original unpublished story by Ernest Lehman and Geza Herczeg, has been purchased by Republic and assigned to Alfred Santell as his next production following "That Brennan Girl." Doris Anderson has been signed to write the screenplay.

Yousekevitch Signed

Igor Yousekevitch, a former dancing partner of ballerina Tamara Toumanova, has been signed by Benedict Bogeaus and Casey Robinson for one of the leading roles opposite Toumanova in "Life and Loves of Anna Pavlova." Production is scheduled for May 1.

THERE IS A BIG AND EASY TO DO "CINDERELLA SLIPPER" STUNT FOR WARNERS' "CINDERELLA JONES"



RELEASE HAS HARDLY BEGUN AND ALL THESE THEATRES ALREADY HAVE DONE IT! NEW ONES BEING ADDED EVERY MINUTE.

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Hollyw
Theater — Los Ang
Calif. • Downtown Th
Los Angeles, Calif. • Wiltern Th
Los Angeles, Calif. • Warner Theater — Br
port, Conn. • Stamford Theater — Stamford, C
Roger-Sherman Theater — New Haven, Conn. • Strand Th
Hartford, Conn. • Tivoli Theater — Frederick, Maryland • Capitol Th
Springfield, Mass. • Apollo Theater — Martinsberg, West Va. • Maryland Th
Hagerstown, Maryland • Capitol Theater—Winchester, Va.• Earl Theater—Washington,
Dixie Theater Staunton, Va. • Virginia Theater — Harrisonburg, Va. • Ohio Theater —
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Every day—Every show—COLLECT! RED CROSS DRIVE—March 20th to 26th!

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You do it on the stage, or you do it in the lobby

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Right This Minute For Details.



CINDERELLA JONES

It's got those rapturous two from "RHAPSODY IN BLUE"

JOAN LESLIE

ROBERT ALDA

with S.Z. SAKALL
EDWARD EVERETT HORTON
JULIE BISHOP — WILLIAM PRINCE
Screen Play by Charles Hoffman
From a Story by Philip Wylie
Directed by BUSBY BERKELEY
Produced by ALEX GOTTLIEB

HOLLYWOOD

CHECK-UP ON PRODUCT IN WORK

(*Continued from Page* 40)

of Attorney" started last week. Last week found "Return of Rusty" beginning.

Dance rehearsals continue for Ann Miller's "Rendezvous in Rio" and the next Rita Hayworth musical.

Michel Kraike, one of Columbia's veteran producers, announced his resignation last week. Kraike's last job was "Talk About a Lady."

Jeff Donnell, comedienne for Columbia, had her option renewed by the studio.

* * *

REPUBLIC Hits High for Production Activity; One of the Busiest Studios in Hollywood—Republic's stages are really humming these days, with five films going on the lot and one being produced outside. "My Pal, Trigger," latest Roy Rogers, is being finished, and is just about ready for editing. "Earl Carroll's Sketchbook" ends its second week before the cameras today, and "Rendezvous With Annie" is in its second week of production.

"Traffic in Crime" just started under the production guidance of William O'Sullivan. Another picture just starting is "Red River Renegades," a Sunset Carson Western, produced by Bennett Cohen.

Finished this week was "Santa Fe Uprising," first Red Ryder starring Allan Lane. Sidney Picker produced.

Winding up this week is "The Fabulous Suzanne," a Steve Sekely Production, which has been photographed on four different lots because of space difficulties. The cast includes Barbara Britton, Bill Henry and others.

* * *

WARNER BROS. Picks Up on Production, With Three Pictures Added to Shooting Schedule—Warner Bros., long dormant as far as normal production is concerned, this week is getting back to the usual tempo. Six films are rolling. These include "Humoresque," "The Sentence," "A Very Rich Man," "Stallion Road," "Cloak and Dagger" and "Cheyenne." The latter three are the most recent starters.

"Humoresque," now in its 81st day before the cameras, stars Joan Crawford and John Garfield. "The Sentence" is in its ninth week of shooting, and stars Ann Sheridan. "A Very Rich Man," featuring Sydney Greenstreet, has been rolling for 33 days.

"Stallion Road," being produced by Robert Buckner, is an adaptation of Stephen Longstreet's novel.

"Cheyenne," a Western drama, stars Humphrey Bogart and his wife, Lauren Bacall, with Ronald Reagan. Alex Gottlieb produces; James Kern directs.

Scheduled to start last week was the U. S. Pictures independent offering, "Cloak and Dagger," starring Gary Cooper. Fritz Lang directs.

Buckner, now producing "Stallion Road," may also have another picture on his hands soon when "Life With Father" gets under way.

* * *

METRO-GOLDWYN-MAYER Remains Steady on Shooting, With Five Films Rolling—MGM continues much the same, with no appreciable pickup in production. "Fiesta," which consumed three months in shooting down in Mexico, is a likely candidate to consume an almost equal amount of time in added scenes being shot at the studio. The other four pictures rolling are "Till the Clouds Roll By," "You Were There," "The Showoff" and "Tenth Avenue Angel."

"Till the Clouds Roll By" has been shooting since January 24, with Arthur Freed producing. "You Were There" is being produced by Pandro Berman and directed by Vincente Minnelli. "The Showoff," now in its fifth week, marks Red Skelton's return to the screen.

Most recent starter is "Tenth Avenue Angel," produced by Ralph Wheelwright and starring Margaret O'Brien. The picture began last week.

* * *

TWENTIETH CENTURY-FOX Up to Snuff on Production, With Five Features Going—The big news at this studio now is production on "Forever Amber," one of the best-sellers of all times. The picture started rolling March 11 under the direction of John M. Stahl. William Perlberg is producing. Thus far, the cast includes Peggy Cummins as Amber, Cornel Wilde, Vincent Price, Glenn Langan and Reginald Gardiner. The other four films going now are "Margie," "Claudia and David," "Home Sweet Homicide," and "Deadline for Murder."

"Home Sweet Homicide," which started the same day as "Amber," features Lynn Bari, Randy Scott and Peggy Ann Garner.

Sol M. Wurtzel's second independently produced venture is "Deadline for Murder," which is starting its third week. James Tinling is directing. "Claudia and David" has a cast headed by Dorothy McGuire and Robert Young. William Perlberg is also producing this picture. "Margie," now in its eighth week, is a Technicolor special, featuring Jeanne Crain, Alan Young, and others. Walter Morosco produces.

* * *

UNIVERSAL Improves Production Tempo; Five Films Being Shot—This studio is doing better than it has in some time on the production front. Universal put two pictures into production this week, making a total of five before the cameras. The two were "Kelly Is My Name" and "The Runaround."

"Fandango," the Technicolor special featuring Yvonne DeCarlo, is finishing the last half of its lengthy shooting schedule. "Lessons in Love," rolling for three weeks, is coming along nicely under Executive Producer Howard Benedict. "The Ghost Steps Out," Abbott and Costello starrer, is in its 13th day of shooting.

"The Runaround" started Wednesday, with Joseph Gershenson handling production. Charles Lamont directs a cast including Rod Cameron, Ella Raines and Broderick Crawford. "Kelly Is My Name," a political comedy, features Phillip Terry and Anne Savage. Will Cowan is associate producer and Will Jason directs.

"Inside Job" was finished this week and goes into editing.

Universal picked up the options of Peggy Ryan and Danny Morton.

* * *

ENTERPRISE PRODUCTIONS Newest Organization; No Releasing Setup Announced—This organization is making rapid strides with valuable properties under way. So far, five writers are at work on screenplays, including Jack C. Moffitt, Grahame Baker and Luke Short, who are working on "Ramrod," Harry Sherman production, to star Joel McCrea.

Irwin Shaw, famous novelist, playwright and screen writer, is completing treatment of Erich Maria Remarque's "Arch of Triumph," for which there was spirited bidding. David Lewis will produce, with Lester Cohen, well known writer, as co-producer. Cohen is also working on a screenplay from Remarque's romantic novel, "The Other Love," which will be produced by David Lewis, who will go to Europe shortly for background and montage material for both of his productions.

* * *

INTERNATIONAL Signs George Brent; "Dark Mirror" Continues to Roll—International announced that George Brent has been added to the cast of "Bella Donna," Edward Small Production to go before the cameras soon. The picture will be directed by Irving Pichel, now busy with Paramount's "O.S.S." The screenplay is completed.

Meanwhile, "The Dark Mirror," first picture in the new United-World releasing setup, is going nicely, being in its 32nd day before the cameras.



WEDDING BREAKFAST. Harold Russell, handless war veteran now in Hollywood to play one of the principal roles in Samuel Goldwyn's "The Best Years of Our Lives," lights a cigaret for his bride, the former Rita Nixon, his childhood sweetheart, who came to Hollywood from Cambridge, Mass.

Enterprise to Spend $13 Million on 6 Films

Thirteen million dollars will be spent on six major productions during first-year operations of Enterprise Productions, newly formed producing outfit headed by Charles Einfeld and David Loew.

First production starts April 15 when Harry Sherman begins "Ramrod," starring Joel McCrea. The screen adaptation of Erich Maria Remarque's "Arch of Triumph" is scheduled to roll July 1 under the production ageis of David Lewis, who is also preparing "The Other Love," Barbara Stanwyck starrer, for an early start.

New Republic Radio Show

Thirty minutes of Monday night music to be broadcast each week from Republic studios in Hollywood directly over 253 Mutual stations and by transcription over 39 more, has been arranged between the broadcasting system and the studio. Programs are to start soon and will emanate from Republic's $800,000 music auditorium with Harry Zimmerman conducting.

Returning to Pictures

Mary Martin will return to Hollywood about June 1 to appear in the movie adaptation of Sir James M. Barrie's "Alice-Sit-By-The-Fire," which will be produced by Charles Brackett for Paramount.

6-Ft. Lass, No Less

MGM is looking for a lot of girl to play an important role in "Uncle Andy Hardy." Besides being attractive, she must be at least six feet tall in her stocking feet. Acting experience is preferred, but the six feet is important. None less will be considered. The MGM Talent Office is waiting for candidates to send photographs to 1501 Broadway, New York 19, N. Y.

REGIONAL NEWSREEL

VANCOUVER

Warner Bros. Salesman Max Belkin, of Calgary, was married last week and was in Vancouver on his honeymoon. The Belkins will live in Calgary.

Proposal to erect a $250,000 Community Center at Brighthouse, B. C., was submitted to the Council by Wilfred Little and Alfred Gaskin, B. C. theatremen. The Center would include an 800-seat theatre.

Capitol Theatre Manager Charlie Doctor is back home from the hospital after having the cast removed from his leg.

Joe Pearson, former owner of the Corona Theatre, Winnipeg, sold recently to David Carr, will make his home in Victoria.

William Passmore sold his 396-seat Cadet Theatre, Esquimalt, B. C., for a reported $45,000, to Samuel Bannister, who operated the Victory Mission.

Famous Players are taking advantage of the Academy awards by rushing "Lost Weekend" to the Strand, and "Mildred Pierce" and the award short subjects to the Dominion.

Mrs. Raymond Kershaw, 71, well known to Winnipeg theatre and film exchange boys, and mother of Frank Kershaw, former B. C. head for Famous Players, passed away in Victoria.

Odeon made the following changes in their B. C. managers: Andy Dart, assistant manager at the Vogue, moves to Odeon head office as assistant to Frank Soltice, head booker; Bob Fraser replaces him at the Vogue after 3 years in the navy; Herb Wolfe, former Park manager, was appointed to head Odeon Movie Clubs operating in British Columbia, and was replaced by Jerry Sutherland as Vogue manager.

Ivan Ackery is hitting the bull's-eye with his kiddie cartoon shows at the downtown Orpheum Saturday mornings.

Vancouver Traffic Commission frowns on giving city streets a carnival atmosphere through trucks decorated with gaudy advertising, and rejected an application for a license to carry theatre posters on a truck by a local company.

The Rio Theatre, Victoria, will change owners in the near future. At present it is under lease to Odeon Theatres of Canada.

Work has begun on the renovation of the Grand Theatre, oldtime vaudeville house, at Fernie, B. C. Joe Altomare, owner of the Empress Theatre, Natal, B. C., recently bought the property from the city. It is expected the building will be transformed into a modern first-class theatre by June, and will give Fernie, a coal mining town, two theatres. The new house will be called the Vogue.

Some British Columbia theatres are hiring young men as ushers replacing girl employes, the war being over and an employment problem developing.

L. M. Parry, formerly with Vancouver Motion Pictures, has formed the Trans-Canada Films Ltd. Studios and offices will be in Vancouver.

PORTLAND

Fax Duncan has resigned as manager of Seattle's Fifth Avenue Theatre, to enter the wholesale candy company at Walla Walla. He will be succeeded by veteran Evergreen Theatre Manager Don Geddes, who has been serving as city manager at Wenatchee. Morris Nimmer, returned from the wars, will take the place made vacant by Geddes in Wenatchee.

Pete Higgings opened his 550-seat theatre at Bellevue on March 10.

J. C. Allmon, owner of the Canby (Wash.) Theatre Company, announces construction of a second theatre, at North Second and Grant streets.

Charles Geizentanner's Vashion Theatre was totally destroyed by a fire of undetermined origin with a loss of $50,000. He expects to rebuild soon at another location.

Harry Goodwin is in from Los Angeles, covering the Portland and Seattle Republic exchanges.

Word received from Cranbrook (B. C.) Theatres, Ltd., indicates that owners and operators of the Star Theatre in Cranbrook and Orpheum in Kimberling have purchased the Cranbrook Auditorium. The new owners plan to use it as a motion picture theatre, while the Star undergoes remodeling.

Ernie Piro, Eastern Washington salesman for United Artists, is back from Spokane for monthly conference.

Mrs. J. J. Parker, president of J. J. Parker Theatres, and Jack Matlack, exploitation manager of Portland, head the annual Red Cross drive.

RKO Eastern Washington Salesman Floyd Henninger is in Seattle for conference.

Maurice Saffle will resign as MGM Seattle branch manager to become buying representative for a large group of independent theatre operators.

Well known exhibitors in the hospital include Zellah Lamb, Mrs. Lou Goldsmith and Corinne Brown.

MGM Eastern Washington Salesman Arne Eichenlaub is in Seattle for conference.

Gus Graff is doing double duty as supervisor of his Paramount Theatre in Shelton and the Grand in Seattle.

Employed at MGM more than 20 years: Louis Amacher, Andrew S. McCarl, Jr.; more than 10 years: Ralph Amacher, Nettie Kirby, Joseph T. Warren.

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MEMPHIS

Republic District Manager Norman Colquhoun, who also has supervision over Mexico, reported in Memphis this last week that Republic has given up its plan to make a number of pictures in Mexico this year.

Construction work on the new Malco Crosstown here is being delayed because of the illness of the Malco architect, according to M. A. Lightman, president of the Circuit.

Col. Howard Waugh and Mrs. Waugh have returned to Memphis from Mexico City and are making their home here. Col. Waugh resigned from the zone managership of Warner Bros. to go to Mexico several weeks ago to work as a producer.

Southern branch managers of Warner Bros. Pictures gathered in Memphis this week for a Southern Branch Managers' conference with New York and district officials. Present were R. H. Haines, western sales manager from New York; Norman H. Moray, short subjects sales manager; W. W. Blumberg, national advertising director; Doak Roberts, Dallas district manager; R. L. McCoy, district manager at Atlanta; Ed Williamson, branch manager at Memphis; Luke Connor, New Orleans; John Bachman, Charlotte; W. O. Williamson, Atlanta; J. W. Loewe, Dallas, and John Sokley, Oklahoma City.

Roy Wilson, DeWitt, Ark., exhibitor, was a Memphis visitor this last week, as was Lyle Wilson, Senath, Mo., exhibitor.

J. Frank Willingham, MGM branch manager at St. Louis and former Memphis branch manager, was a Memphis visitor last week.

Employed at MGM more than 20 years: Louis C. Ingram; more than 10 years: Maurice Basse, Lillie B. Curd, Frank Heard, Hollis Holmes, Elizabeth Mitchell, Lt. Comdr. W. Barton Mallory, Ola Mae Purvis, Rebecca Scott.

OMAHA

William Howard, RKO Theatres new out-of-town manager, and Divisional Manager John Redmond visited the RKO-Brandeis here on a midwest tour.

Vernon Nelson, chief usher at the RKO-Brandeis, and Usherette Mary Foley were married recently in Kansas City.

Paramount employes Opal Fraser and Melina Dagosta underwent appendectomies in the same week.

IATSE Business Agent Howard Jackson is back after six weeks in Florida.

Former 20th-Fox Salesman Harry Levy, and now with the Minneapolis branch, underwent an operation in Minneapolis and is recovering.

Dorothy Bisendorf, MGM hello girl, announced this week that she has been married since December 24 to Bill Gibson of the Navy. She is now in Vermont on vacation, but will be back on the job in two weeks.

While Jerry McGlynn, Metro branch manager, sojourns in South America, his office is undergoing a spring housecleaning.

RKO Auditor Bill Burke is in town.

Mr. and Mrs. Carl White of Quality Theatre Supply have returned from a business trip in the East.

Leo Adler, United Artists auditor, has returned o New York.

Elizabeth Martin has been promoted from the ad sales department at 20th-Fox to assistant cashier, succeeding Tibbye Lefitz, who resigned to devote full time to home duties. Co-workers

(*Continued on Page* 48)

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- Lobby, Front, Displays!
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- Plans for stage appeal completed!
- Mayor's Proclamation—Motion Picture Red Cross Week!

The Trailer!

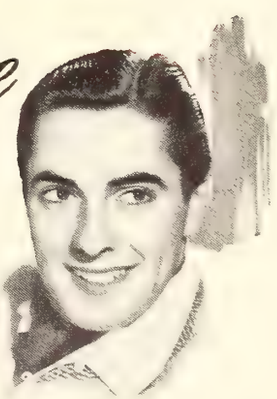
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The Trailer is Free



TYRONE POWER
in his first great POST-WAR SCREEN ROLE — on your screen in an intensely dramatic appeal!

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If you have not already received your trailer
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National Chairman — *National Campaign Director* — *National Distribution Chairman*

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REGIONAL NEWSREEL

(*Continued from Page* 45)
gave a party for Tibbye at the Mexicali Club.

United Artists Secretary Marilyn Mohatt has married Robert O'Donoghue of Chicago, who is stationed at Fort Crook here.

Majors in the film exchange and theatres Red Cross drive here under Colonel Sidney McArdle include Regina Molseed, 20th-Fox; S. A. Madsen, Republic, and Ted Emerson, Orpheum Theatre.

William Lambrose of New York, student trainee in the 20th-Fox exchange here, is slated for an overseas assignment with the company.

RKO-Brandeis Cashier Ruth Metejka will go to Chicago to meet her husband on his discharge from the Army.

Fred Miller, recently recovered from pneumonia, was in town from Broken Bow where he operates theatres.

Paramount Booking Secretary Marjorie Gerlach is ill.

Mae Witthaur has been promoted from inspectress to biller at 20th-Fox, succeeding Francis Coe who resigned.

Chet Weyenberg has leased the theatre at Glenvil, Neb., from local business men.

Roy Lepovitz, Seward, Neb., exhibitor, plans a new 500-seat theatre in that town.

W. A. Gardner is reopening the Lyric at Holbrook.

George Thomas has sold the Home at Danbury, Neb., to a veteran, R. Brown.

Employed at MGM more than 20 years: Hazel Anderson, Charles J. Lorenz, Catherine Nodean, Jennie Stokes; more than 10 years: Helen Baum, Evelyn Cannon, Minnie Lonergan, Gerald E. McGlynn, Fred C. Thortsen.

DENVER

Archie Goldstein, recently out of the Army, is re-opening the 215-seat Palm Theatre, on March 23, with a Jewish film, "Great Advisor," and plans to operate on foreign product.

Former Metro Booker Bernard Gold has been discharged and is taking a short vacation before returning to work.

Fox Intermountain Theatres City Manager Harry Huffman, publicity chairman of the Red Cross Drive, is wondering where he can get 18 pairs of nylon hose. Huffman has promised a pair of nylons to each member of the winning women's team in the drive, and most of the nylons in town are sold on the ration system.

The Capitol Theatre, Pocatello, Idaho, is getting the finishing touches on a remodeling job and will be reopened about March 20 as the Encore, and will be booked entirely with revivals.

New projection equipment is being installed in the Fox Intermountain Theatre Co., Del Rio, Las Cruces, preparatory to its opening. This gives the company three theatres, managed by Henry Westerfield.

Republic Sales Manager Eddie Walton spent a few days here conferring with Exchange Manager Gene Gerbase.

Mrs. Gertrude Calhoun, operating the Victory, Upton, Wyo., reports she is out of business, following her landlord's three-day notice to move.

Mr. and Mrs. Bert Johnson, of the State, Rapid City, S. D., are vacationing in California.

Henry Friedel was awarded an MGM 20-year service pin. Receiving 10-year pins were Michael A. Cramer, F. Lynn Fetz, Pfc Bernard Gold, Samuel Grimes, James Micheletti and Alma Simpson.

Ed Nelson, recently out of the Army, has been named city manager at Montrose, Colo., succeeding Jack Henry, who returns to Denver to await assignment.

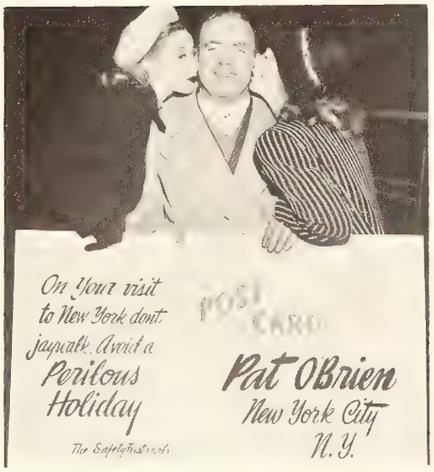
Jerome Safron, western division supervisor, writes he is enjoying a vacation at Palm Springs, Calif.

Andy Sutherland has been named manager of the Fox Bluebird, succeeding Robert Grossman, who is leaving the company.

Yeoman John Denman, manager of the Mayan when called to the Navy, has been discharged and will return to Denver to await assignment by Fox Intermountain Theatres.

John Lindhart has resigned as manager of the Mayan and will enter the concrete building block business in Pueblo.

Fox Intermountain Theatres City Manager Don Smith, Longmont, Colo., is growing a beard in preparation for that city's 75th anniversary celebration on July 4.



PURPOSEFUL GREETING. Pat O'Brien was given an appropriate greeting—from the standpoint of Columbia's publicity men—when he arrived in New York last week. The fact that the star is to be seen in that company's "Perilous Holiday" appears to have had something to do with the welcome ceremonials.

LOS ANGELES

The U. S. Army and Navy Motion Picture Booking offices have both curtailed activities to some degree recently. Latest change is Frank Schindler, who leaves this week to become a civilian and work for RKO. At the present time, the Navy books for 60 theatres, but the number is expected to be reduced gradually.

Columbia District Manager Jerome Saffron was vacationing in Palm Springs, happy over the standing of the L.A. branch in the Silver Anniversary drive. Less than ½ per cent separates I. A. from San Francisco, which has been in first place.

Seen along the Row: Frank Kemp, Keough Circuit, San Diego; Tommy Huntington, owner of the newly-opened Vogue, Chula Vista; Eddie Crui, expecting an imminent discharge from the Army, former Seattle branch booker for Monogram; Lita Belasco, Belasco, San Ysidiro; Everett Cummins, Meralta, Downey; and Jean and Jane Tyc, Vista.

Monogram Branch Manager Marty Solomon reports "Allotment Wives" going strong in its current engagement at the Orpheum and "Fear" set for the Million Dollar Theatre. Solomon's office is second in sales in the current Steve Broidy Testimonial drive, and third in collections.

MGM had several prominent visitors last week: Ed Urschel, traveling auditor from New York, J. Dillard, home office attorney, and William F. Rodgers, vice-president and general sales manager. All visited Western Sales Manager George Hickey. L. Wingam and Tommy Aspell of 'Frisco were in, too.

Metro Chief Booker Jack Valpey received his 20-year service pin last week, as did another MGM employe, George Hickey. Receiving ten-year pins were: Bessie Booth, William A. Calihan, Blanche Daly, Sam S. Davis, Samuel Gardner, Sally W. Hirsch, Leland S. Hulling, Myrna Lawson, Helen Marlowe, Joseph Markowitz, Doris Randle, Wanda Stebner, Armand C. Tribe, Harrold Weinberger, Alex Weissman, Gordon Wilson and Rae Winnick.

Lorraine Milam ,MGM telephonist, and Frank Wolcott, exchanging vows in Las Vegas; and Lloyd Goad, Exhibitor's Booking Service, and Eunice Filer, of Venice, getting married at the Wilshire Community Church.

Paul Davis, back at RKO as a booker, is happy to be out of service.

Charlie Kranz, veteran producer and distributor, is back in town after an absence, with offices in the Special Attractions exchange. Kranz first entered the Hollywood scene in 1915 and has a long record of showmanship behind him.

RKO's Harry Cohen is in charge of exchanges in this area for the Red Cross drive. Cohen has been conferring with salesmen from all the offices in an attempt to secure additional pledges from exhibitors in southern California, southern Nevada and Arizona. Cohen predicted over 615 pledges by the opening of the drive.

DALLAS

Chief Barker Bill O'Donnell, of the Texas Variety Club, has resumed the monthly general membership meetings. Meetings will be held the first Monday of each month, preceded by a buffet supper.

Variety Tent No. 17's Gin Rummy Tournament commenced Sunday, with a buffet supper for the nearly 100 entries. Tournament play will continue for five weeks, with final prizes of $5000 in bonds.

A galaxy of New York visitors were guests in Dallas including: Warner Bros.' Ben Kalmenson, RKO's Ned Depinet, and Edward Golden Productions' Eddie Golden and Sam Dembow. Also seen along the Row were: H. A. Daniels of Seguin, Tommy White of Burnet, C. C. Porter and Henry Reeve of Menard.

Employed at MGM for more than 20 years are Leroy Bickel, Anthony Philbin, Wilton W. Spruce, Roland G. Taylor, George L. Whitington and Maude Vandigriff; for more than ten years: Burtus Bishop, Jr., Elmer B. Coleman, Neweta Hart, Ora Dell Law, Charles D. Lyne, Betty N. Schott, Lena Smith, William Starks, Carl Swenson, Norma Thomas, Odene Umphress and Louis J. Weber.

INDIANAPOLIS

The Zaring Theatre was dark three nights during the week while renovation and installation of Altec's "Voice of the Theatre" sound equipment, was in progress.

United Artists District Manager Rud Lohrenz and Western Division Manager Maury Orr were in town at the local branch. They accompanied Branch Manager Elmer Donnelly to Ft. Wayne on a business trip.

United Artists Auditor Charles Tauchon is checking the local branch.

RKO Branch Manager Russel Brentlinger spent several days in Chicago on a business trip and conference with Gregory Circuit officials.

Clyde Brant, who operates the Virginia Theatre, Terre Haute, is convalescing from pneumonia.

John Schwin, operator of the Wigton Theatre, LaGrange, is the father of a baby girl.

PRC Branch Manager Sam Abrams has been abed with the flu.

Al Blankenbaker, of the United Artists sales

(*Continued on Page* 50)



"Universal has me on an all year basis!"

Every Day! Every Show! Collect!
RED CROSS DRIVE—March 20th to 26th!

REGIONAL NEWSREEL

(*Continued from Page* 50)

Lloyd Mills has resigned from the Toronto head office of PRC, Ltd., to return to 20th Century Theatres and is being installed as manager of the Belsize Theatre, Toronto, succeeding John Kurk who has returned to the Regent, Sudbury, where he was until enlistment. John Strickland has moved from the Manor to the Family, and has been succeeded at the Manor by Martin White, recent dischargee.

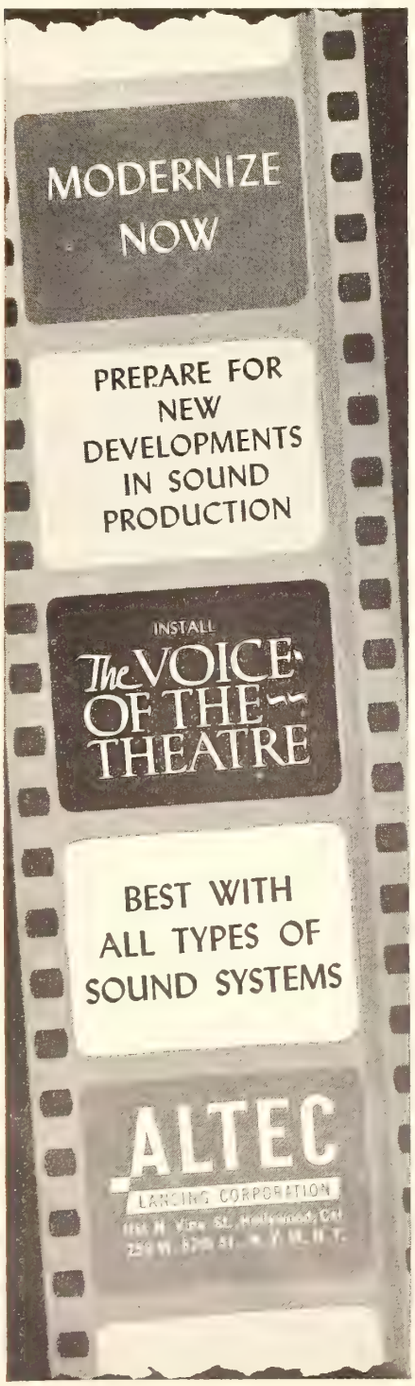
Recently returned to Famous Players Canadian Corp., after overseas service, Fred Davey is attached to Shea's Theatre, pending appointment to a managerial post.

James R. Nairn, director of advertising and publicity at Famous Players Canadian head office, is back in town after a series of promotion conferences in New York City.

Ernie Moule, veteran proprietor of the Capitol, Brantford, Ont., provided the theatre for the opening program of the Community Chest Fund drive for $60,000.

Masonic members of the Toronto film and theatre business attended a special ritual of the Metropolitan Lodge in the Masonic Temple in North Toronto last week.

"National Velvet" led the poll of Canadian exhibitors for the 10 best drawing cards of the past year in a survey conducted by Canadian Film Weekly. Second in the returns was "A Song to Remember," and third was "Valley of Decision." Heading the list of box-office stars was Bing Crosby, followed by Greer Garson and Van Johnson.



ATLANTA

Film Row visitors were: Mrs. Sara Pelegrin, former secretary to Ruth Roberts, Monogram; Lee Castleberry, Crescent Amusement Co., Nashville, Tenn.; E. M. Gluckman, New York and Chicago producer of Negro shorts, dropping in on John Jenkins of Astor Pictures; R. H. Robinson, Dallas, Texas; B. F. Southern, Virginia circuit operator; J. L. King, Jr., who has opened his new house, the Pix, Bethune, S. C.; Carl Floyd and Lukie Stein, Floyd and Stein Circuit, Florida; Bob Boston, National Theatre Supply's Memphis-Dallas branch manager; D. L. Buzbee, Ritz Theatre, Dadeville, Ala.; and Ike Taylor, Martin Theatres' traveling auditor.

Ben Hill, United Artists personal relations ace, has returned from a flying visit to his home in Dallas, Texas.

Martin Theatres Co., is remodeling and enlarging its local headquarters.

Abe Borisky, president of Independent Theatres, Chattanooga, Tenn., announces the sale of his circuit to Abe Solomon. Borisky is retiring.

Roy Martin and Roy, Jr., Mildred Williams, Blanche Morris and John Mauk, of the Martin home office, Columbus, Ga., visited New Orleans for the Mardi Gras.

Winder, Ga., City Council, at its next meeting, will take up a measure imposing a three-cent movie tax.

Blevins Popcorn Co. has opened branch warehouses in Memphis and Atlanta.

Johnny Hill has reopened the 250-seat Star, a Negro house, in Decatur, Ga. The building was redecorated and new RCA sound and projection equipment was installed.

MGM employes receiving pins for more than 20 years of service are Charles E. Kessnich and William B. Zoellner; for more than 10 years: Annie Allen, Lucile Bryant, Lynda Burnett, Lafayette B. Butler, Charlene Jones, Tom Jones, Thomas B. Lucy, Sam Perloff, Thetis L. Tegeder and Edna Thwaites.

Howard Wallace has received his discharge from the Army and returned as branch manager of Sack Amusement Co. Paul Stevens, who filled the post during his absence, has resigned to enter private business.

Cecil Hudson, discharged after three years' service, has been named manager of the Palace Theatre, Valdosta, Ga., succeeding O. H. Hillhouse, resigned.

George E. Allen announces the purchase of the Lee Theatre, Ft. Myers, Fla., from Bill Kaster.

Jimmy Stanton, recently discharged from the Army, is returning to the MGM booking department.

BOSTON

Plans are under way to hold a class initiation during April to formally initiate the many local theatre projectionists into the Lt. A. Vernon Macauley Post.

Recently returned from an MGM sales meeting in New York are District Manager Maurice Wolf and Exchange Manager Tom Donaldson.

"Zippie" Goldman, formerly with PRC of New England, as was recently announced by Joseph Levine, has joined Embassy Pictures as a partner.

MGM International's "The Last Chance" will have its Boston premiere at the Exeter, March 17.

Following are MGM employes for more than 20 years: Etta A. Brady, Elizabeth Dervin, Charles F. Repec, Maurice N. Wolf, Harry Worden; more than 10 years: Benjamin Bebchick, Marion Bell, Michael Crowley, Raymond Curran, Clara De Cane, Edward Dobkin, Thomas J. Donaldson, Mary Flannery, Bessie Foley, Sadie Gershman, Sadie Goldman, Ann F. Harrington, Helen Helvitz, Katherine McGovern, Grace McGowan, Bert McKenzie, Nathan Oberman, James Rahilly, Helen Reardon, Florence Scully, Thomas Simone, Julius Waldstein, Albert C. Wheeler, Ben Wolf.

CLEVELAND

Harry Sigman is back as assistant manager at the RKO Palace, following a stint in the Army.

Walter Boyle, a newcomer to the industry, has joined the local Republic sales force.

Film Classics Manager Bob Snyder announces that his company has taken over the distribution of Screen Guild productions. To handle the added product, he will move his office into larger quarters.

Irving Lamm, manager of the Adelphia Theatre, Chicago, and son of Julius Lamm, manager of Warners' Uptown Theatre, was in town last week for his Dad's birthday, which, coincidentally, was also the date of Warner Building Engineer D. Leonard Halper's birthday, and the date of the Warner Club spring party.

Ex-Navy Lt. Tom Mooney, son of Milton A. Mooney, head of Co-operative Theatres of Ohio, is out of the service.

National Screen Service Manager Nat Barach lets it be known that he has a large stock of Clark Gable fanfotos, which should prove popular among the Gable fans who will break down the doors to see him in "Adventure."

Local MGM 20-year employes are Stephen J. Andrews, Effa M. Baxter and Charles C. Deardourff; 10-year employes are George T. Bailey, Dorsey Brown, John P. Harrington, Louise Jade, Amy Lewis, Gladys Nelson, Nativa M. Roberts, Jack Sogg, George Tarassoff, Anne C. Vickers and Elsie R. Wilson. They'll receive pens.

Universal District Manager Dave Miller and Branch Manager Leroy Brauer were here this week, calling on exhibitors in general and Publix Buyer Harry David in particular.

Anne Vickers, secretary to MGM Branch Manager Jack Sogg, has returned from a west coast vacation.

Ed Ramsey, of the Plymouth Theatre, Plymouth, is in town on a picture shopping spree and reports business holding up satisfactorily in his town.

George Ebeck has sold his Capitol Theatre, Mt. Gilead, to Frank Slavik.

National Screen Service Auditors Willard Kohorn and Harry Silverberg are in town for several weeks at the local NSS office.

United Artists Branch Manager Bill Shartin anticipates that the Maury Orr testimonial banquet by the Variety Club, to be held here on March 11, will be attended by approximately 150 film men.

Attending the funeral of Harry Brown, manager of the Nixon Theatre, Pittsburgh, last week, were his son, Ray Brown, Warner Theatre district manager, and his grandson, Ray Brown, Jr., manager of the Haltnorth Theatre.

REGIONAL NEWSREEL

COLUMBUS

The Union Theatre Corp., of Cleveland, has been granted a lease for the remainder of 1946, on the film theatre in the Knox County Memorial building, in Mt. Vernon. The Knox County commissioners declined to make any commitment beyond next Dec. 31. A 5-year lease awarded to the Union Corp., in December, was ruled invalid by Atty, Gen. Hugh S. Jenkins, on the grounds that it was executed by the Memorial Board of Trustees after that body had ceased to exist by act of the State Legislature.

Patrons in the Lyric, Portsmouth, filed out in orderly fashion when smoke from burning clothing filled the theatre. Fire of unknown origin started in a locker in the ushers' dressing rom, destroying a uniform and leather coat.

Joan Bancroft, wife of the publicity manager of local RKO theatres, is back home after a two months' Hollywod visit. While there she was given a screen test by 20th Century-Fox. Joan says she has no plans for a film career, and had just gone to the Coast as chaperon for Jean Peters, Miss Ohio State.

Harry Simons, recently named house manager of the Palace, is recovering after an operation performed at Mt. Carmel hospital.

Joe Holleran, laid up for the past two months, is back with Loew's, being currently at the Ohio.

Clyde Sells, whose screen name is Oren Huntington, left for Hollywood, after several weeks here visiting family and friends.

Loew's Relief Manager Joe Sloan is in Dayton at Loew's for a couple of weeks, relieving Bill Reisinger.

John Hardgrove is looking rested and fit after several weeks in Florida. He is expected to announce a new local connection soon. Hardgrove formerly was manager of the Southern, downtown subsequent-run house.

In order to accommodate Gable-Garson fans, the Ohio is opening an hour earlier on the opening three days of the run of "Adventure."

Urban May, who worked for Loew's here and in Cleveland, announces the birth of William Clinton May II, March 2.

PHILADELPHIA

Columbia Sales Manager Dave Korson went into a theatre in Allentown one night last week, just as the house was closing. The janitor, not knowing that Dave was there, turned out the house lights, and Dave bumped into a chair and broke a rib. Unable to find a doctor to bandage his side, he drove all the way back to Philadelphia.

Betty Brown, wife of Dick Brown, head of Warners' checkers, underwent a serious operation at Graduate Hospital. Many of the boys along the Row donated blood to the hospital's bank to replace the blood given to Betty.

Columbia Division Manager Harry Weiner is vacationing in Florida.

Bill Trachtenberg, of the Earle Theatre managerial staff, married Adrienne Nathanson in Newark last Sunday.

A dinner will be given on April 1, in the Bellevue-Stratford, in honor of Edgar Moss, former 20th Century-Fox district manager, who recently retired.

Shirley Pesin, secretary to 20th Century-Fox Exchange Manager Sam Gross, left to get married.

Warner Exchange Manager Bill Manswell is back from his Florida vacation.

Former Monogram Salesman Harry Dressler and Harry Cohen, projectionist, have opened a lunchroom.

Columbia's Exploitation Chief Harry McWilliams and Special Events Man Ed Schreiber were in town last week.

Florence Averell, secretary to Metro's Bob Lynch, and Eleanor Zinck, of the cashier's department, motored to Daytona Beach, Fla.

James Dormond, former member of the Stanley-Warner publicity department, has received his discharge from the Navy and is back at his old post.

Bill Kanefsky is back at his old spot as assistant manager at the Earle Theatre, after receiving his discharge.

MGM employes for more than 20 years are: Harry Bache, Benjamin A. Glatz, Winifred Haines, William A. Hopkins, Robert Lynch, Joseph F. Morrow, Mattie Stewart; for more than 10 years: Charles R. Baines, Mary Banfe, Margaret Brickley, Dorothy Burrison, Vincent Comforti, Rose De Meo, James Dowling, Joseph E. Farrow, Paul Farrow, SC 2/c, Benjamin Hayney, Frank M. Jelenko, Charlotte Knapp, Ada Norvick, Clarence C. Pippin, Emma Roat, Frank J. Sculli, Santo Sciulli, Betty Surman. All will receive pins.

HARTFORD

Hartford now has its first woman theatre manager in the person of Kate S. Treske, manager of the Lenox in the Hartford Theatre Circuit. Mrs. Treske is not a newcomer in the field, however. Her husband, the late Nat

(*Continued on Page* 54)



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REGIONAL NEWSREEL

(*Continued from Page* 53)

Treske, was at one time the manager of the same house and during her spare time Mrs. Treske filled in as cashier and usherette. Mrs. Treske resumed daily matinees, which had been discontinued during a period of extensive alterations and rehabilitation of the Lenox. Among the changes made are a new marquee, a redecorated foyer, and the ladies' and men's lounges, which have been moved to the main floor, making them more easily accessible.

A local contingent journeyed to New Haven for the testimonial dinner at the Hotel Taft to Thomas J. Shea, assistant international IATSE president, among them being George E. Landers, of E. M. Loew's; Lou Cohen and Fred Greenway, of the Loew Poli Circuit; and Walter Lloyd, of the Allyn Theatre. Delegations were on hand from all over the state. International President Richard F. Walsh, of the Alliance, was the principal speaker.

HARRISBURG

Don Peifer, formerly with the Harrisburg *Telegraph,* has gone to work for the National Amusement Co., operating the National and Rialto theatres.

Glenn Houk, former National, Rialto and Star employe, has been discharged from the Army.

Two Harrisburg men, Sydney J. Malia and Harry Greenfield, are planning to build a 450-seat theatre in nearby Dillsburg. The house will cost $25,000, and is expected to be ready by early summer.

Because of her height and tiny features, Edna Spangler, an usherette at Loew's Regent, has been questioned by several patrons as to whether she is of proper age to work. Edna, who is 58 inches tall, is past 17, but to be on the safe side, Manager Sam Gilman had a copy of her birth certificate placed in the office safe for inspection of would-be critics.

ST. LOUIS

Chairman Louis A. Lange, 15th Ward alderman of the St. Louis Aldermanic Legislation Committee, has announced that his committee will ask the Aldermen on March 13 to approve the pending daylight saving bill.

John J. Houlihan, formerly Southern Illinois salesmen for Republic Pictures, has succeeded Louis V. Kuttnauer as St. Louis manager for the company. Kuttnauer has gone to Des Moines, Iowa, to join the RKO Radio sales organization in that city. Manager Houlihan has been traveling the Illinois territory for Republic out of St. Louis for the past year.

Funeral services were held for Mrs. Frank R. Tate, 82, widow of a pioneer vaudeville and motion picture theatre owner, who died at her home recently.

Twentieth Century-Fox Manager B. B. Reingold has been named St. Louis distributor chairman for the motion picture industry American Red Cross drive. Harry C. Arthur is the exhibitor chairman.

Universal District Manager Joe Garrison was here for business talks with Harry Hynes, St. Louis manager.

Sam Garber, recently discharged from the armed forces, has resumed his old job as Northern Illinois salesman for Warner Bros. He replaces Ed Bishop, who plans a trip to Texas for his health.

Morrie Edgar, formerly working for 20th Century-Fox out of the Kansas City office, has succeeded Arthur McManus as eastern Missouri salesman for the company under B. B. Reingold, St. Louis manager. McManus in turn takes over Zone 3 in the Northwest Illinois territory.

Jack Fleming of New York, a former serviceman, is undergoing a special course of training in film salesmanship, etc., to fit him for a post in the South American organization of 20th Century-Fox.

Seen along Film Row: Tilden Dixon, Crystal City, Mo.; O. L. Turner, Jr., Egyptian Theatre Company, Harrisburg, Ill.; George Karsch, Lead Belt Amusement Company, Farmington, Mo., and S. Temborias, Breese, Ill.

Warner Bros. Manager Lester Bona and Prairie District Manager Hall Walsh attended the recent division sales conference at the Blackstone Hotel in Chicago.

Employed at MGM more than 20 years: Emma Ammons, Frances Hoffman, Fanny Krause, Mary Vaughn, J. Frank Willingham, Jay H. Zimmerman; more than 10 years: Herbert Bennin, Katherine Bilgere, Alfred I. Coco, Fannie Isaacson, Mabel Godwin, Anna Meisenbach, George F. Reilly, Corrine Serrano.

Barney Rosenthal has returned to his desk at Monogram Pictures after nursing a sore foot.

George Kerasotes, general manager of the Kerasotes Bros.' circuit, Springfield, Ill., is visiting in Hollywood.

Springfield, Ill., plans to vote on Daylight Saving at the city elections on April 9.

Film Classics President Johnny Jones was here on business.

Warner Bros.' Wild West Show sales contest will open on March 31 to run through July 27. St. Louis, under Lester Bona, and the other towns in the Prairie District, under Hall Walsh, will be prominent in that big show when it gets under way.

Columbia Manager C. D. Hill was in Paducah, Ky., and Cairo, Ill., this week.

Harry C. Arthur, top executive of the Fanchon & Marco-St. Louis Amusement Co. circuit has returned to St. Louis.

Ann Christine Speros, daughter of Mr. and Mrs. Speros, owners of the Marquette Theatre, was married to Tom George Floor on Feb. 20.

Starves 'Em, Then Throws 'Flesh'

RKO Theatres Division Manager Harry Schreiber has no doubt of Cleveland's reaction to a combination stage show-pictures policy. Business was very big at the Palace when Vaughn Monroe and his orchestra played there last week; it is even bigger this week, with Ted Lewis heading the bill. Next week Peggy Ryan is expected to equal, if not top, the two previous weeks, and Guy Lombardo, who brings the month-long session of stage shows to a close, is always a record breaker.

Following the Lombardo engagement, the Palace will return to a straight pictures policy. Reason: to keep keen the public appetite for stage shows so famished patrons will pounce upon the Palace box-office to get their "pound of flesh" when the next stage attraction plays.

New Theatres
Planned . . . Building

St. Louis—W. D. Fulton, who operates the State and Vogue theatres at Kansas City, Mo., will construct a new 1000-seat house, ready for Sept. 1.

Columbus—The Greater Huntington Theatre Corporation is taking construction bids for a 1500-seater on Fourth Avenue in Portsmouth, Ohio. Estimated cost, $300,000.

Vancouver—Les Lunde and Edward Walker will build a $20,000 theatre at Critcheley, near Calgary in Alberta, Canada, shortly. House will seat 355.

Denver—A 1500-seat theatre, as part of an $11,000,000 proposed real estate development, was announced by Temple H. Buell.

Denver—Claude Graves, who operates in Albuquerque, N. M., is constructing a 500-seater in Denver to be named the Westwood.

Denver—Snyder and Besse plan a new 600-seater in Gunnison, Colo., where they already operate the Unique.

Linden, N. J.—Plaza Associates, who operate the Plaza here have bought a lot for a new 1500-seater to cost $300,000.

Cleveland—Plans for an 800-seat house at Orville, Ohio, to be built by Albert Lefton, Cleveland attorney and his brother, Jack, former Film Classics salesman, have been announced. This is the second house scheduled for Orville, with George Manos announcing that his circuit would construct an 800-seat deluxer there.

NEW YORK

Ex-Sergeant Ted Krasner of the ETO is back in show business again, taking over the recently organized booking and buying department for the Henry (Doc) Brown circuit, consisting of the Strand and Palace at Lakewood, the Freehold Liberty and the New York Park Lane.

Fire recently closed the Skouras 77th Street Theatre.

The Broadman, Bloomfield, New Jersey, operated by Rapf and Rudin and booking through Warners' Theatres, has been renamed the Central.

Trenton, N. J., exhibitor Ike Levy, who runs the Greenwood, was in New York to talk product this week.

Sgt. Joe Gallagher, formerly of National Screen, expects to get out of the army this week and will look around before getting down to business. Gallagher still likes to tell how he got sent to the ETO as a replacement where he landed in Company E, 110th Infantry Regiment of the 28th Infantry Division—which happened to be the same company in which his pal, Sgt. Tony Agoglia, now United Artists Brooklyn

(*Continued on Page* 56)

IN A HURRY?
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FILMACK TRAILER CO. 1325 S. WABASH CHICAGO 5, ILL.

New Ideal Theatre Chairs
JOE HORNSTEIN *has it!*

WHY A CANCER CAMPAIGN...

To 16,668 American Exhibitors:

For several years, we of the National Theatres Amusement Co., Inc. have been interested in doing something about cancer, America's No. 1 Enemy.

When the war ended and we were released from intensive wartime activities, the executives of our company—in a meeting at Kansas City—resolved to aid The American Cancer Society's 1946 campaign with every facility at our command.

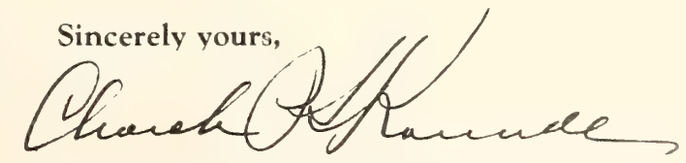
Subsequently, The American Cancer Society asked us to help organize all the motion picture theatres of America in support of the drive. We advised these Cancer officials we could not speak for the entire industry, only for National Theatres.

However, we did agree to accept the responsibility of laying the appalling facts about cancer before all exhibitors, and to *invite* them to join us *voluntarily* in an Easter Week Drive, both to raise funds and to let the American people know there is hope for 17 million of them now marked for death.

This we are doing . . . and the response, already, has been inspiring.

Production, distribution and exhibition are rallying to the call of dire human need, joining all other industry, business, press, radio and the great community service organizations—TO DO SOMETHING ABOUT CANCER!

Sincerely yours,



CHARLES P. SKOURAS
Pres., National Theatres Amusement Co., Inc.

P.S. The *invitation* still stands. Someone, somewhere, will thank you for accepting.

THE AMERICAN CANCER SOCIETY, Motion Picture Division, 444 West 56th Street, New York 19, N. Y.: CHARLES P. SKOURAS, National Chairman; TED R. GAMBLE, National Co-Chairman; FRANK H. RICKETSON, JR., National Campaign Director; ROBERT W. SELIG, Executive Campaign Manager; CHARLES M. REAGAN, National Distributor Chairman; LEON BAMBERGER, National Distributor Co-Chairman and Special Consultant; SENN LAWLER, THORNTON SARGENT, Assistant National Campaign Directors, MAURICE (RED) KANN, Trade Paper Relations Chairman; HERMAN ROBBINS, DON VELDE, Trailer and Accessories Committee; FRANK WHITBECK, Hollywood Production Chairman; GEORGE JOSEPH, Distribution Organization; MONROE GREENTHAL, National Publicity and Advertising Director.

(This message paid for by National Theatres Amusement Co., Inc.)

REGIONAL NEWSREEL

(*Continued from Page* 54)

booker, was serving.

With the exchanges:

United Artists—Sickness hit this office with a bang. Currently out this week are Mrs. Irene Greenberg, assistant city booker; Doris Gropper, assistant in the Brooklyn booking department; Statistician Bess Brewer; and Switchboard Operator Myrtle McKenna.

The UA birthday list this week also hit a high with many happy returns going to Shipper Harry Newman, Assistant Office Manager Pat Marcone, Assistant Cashier Florence Belinsky. And to add to the merry activities the crowd threw a shower to surprise Cecilia Quilty who, one of these days, will become Mrs. Bill Hall.

Republic—Assistant Manager Robert J. Fannon is back after an upstate swing with Dick Yates, the company's student. No changes in that area, he says. Booker Anne Rosenbaum week-ended at Grossinger, N. Y. Republic's Anthony Ricci will open his summer house at Lake Hawthorne early this year.

MGM—New York District Manager J. J. Bown will vacation in Florida. Office Manager Sid Stockton did a weekend in Maryland; Bee Friedman of the office staff is on a Florida vacation. Bill Frankel, who did time with the Army in the Pacific, is out and back at the booking desk.

Warners—Exchange employes are all het up about the Western Show play-date drive. Plans to dress up the office with a lemonade stand, a popcorn machine, etc., are under way. Vitaphone Sales Manager Joe Verglessich, who has been out of the office due to a serious illness, is expected back this week. Assistant Checking Supervisor Teddy Langenbaum left this week to assume his new duties as a booker for the Philadelphia exchange.

Century Theatres announced the following changes in personnel: Walter Robertson, assistant manager at the Floral Theatre, and Robert Jones, assistant manager at the Community, were interchanged. McKendrie Williams, recently discharged, is now assistant manager at the Fantasy.

Rivoli Theatre Publicity Director Syd Gross has been named Broadway publicity chairman for the motion picture industry's Red Cross drive.

The following people entered the 20-year bracket with MGM: Jack J. Bowen, John Cuniff, Robert Ellsworth, Lou Johnson, Gertrude Lalima, Harry Miller, Abraham Negrin, James Pagliaro, Ralph Pielow, Estelle Shea and Charles Wittner. Ten-year employes: Virginia Aaron, Ben Abner, Harriet Allen, Louis Allerhand, Suzanne Armand, Alex Arnswalder, James Blade, Catherine Connaughton, Vincent Del Gaudio, Frank Dick, Albert Druaud, Louis Falkoff, Thomas Farrell, William Frankle, John T. Freeman, Sam Friedel, Beatrice Friedman, Mae H. Friedman, Carmen George, Charles Gurne, Selma Harris, Ann Henrich, Elizabeth Hoffman, William Kiernan, David Klein, August Kunart, SK 2/c Harry Kugel, Joseph Lalima, Gerard Lee, Howard Levy, George Magliano, Irving Margolin, Harold Margolis, Sadie McGowan, Matthew Mandicino, Jerome Nodell, Mae Pannese, Josephine Radice, Faye Reiss, Dorothy Richter, Edward Richter, Morris Rose, Kathryn Schwartz, Thomas Scotti, Norman Smith, Max Stark, Sidney Stockton, Laura Tobin, Carmen Trink, Sam Wachter and Rhea Wagman.

The following branch managers attended the Warners' sales meeting last week: Clarence Eiseman, New York; Carl Goe, New Haven; Al Herman, Buffalo; George W. Horan, Boston; and R. S. Smith, Albany. Field men present were Herbert S. Pickman, Art Moger, Dick Stephens and Earl Evans.

Edward Lawrence of MGM's publicity department left for the coast after visiting the home office for two weeks.

Marguerite Davis, of MGM's publicity department, arrived from the coast for a brief stay here.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*



HERE TO VISIT. N. Peter Rathvon (right), RKO president and recently appointed president of RKO Radio Pictures in charge of production, arrives in New York for a visit and is met by S. Barret McCormick, RKO Radio director of advertising and publicity.

CHICAGO

Mayor Edward Kelly has recommended to the City Council that they repeal the Daylight Saving ordinance that extends the system to the last Sunday in October. Theatremen are backing the new plans which ends Daylight Saving the last Sunday in September, starting the last Sunday in April.

The FBI commended Louise Peterson, Hub Theatre cashier, for aiding in the capture of William Reed, who escaped, with four others, from Washington, D. C., jail. She remembered the escape circular picture of Reed and notified G-men when he bought a ticket at her theatre.

Variety Club directors have voted to spend $2500 in modernizing the clubrooms in the Congress Hotel. Work will get under way as soon as materials are available.

The west side managers of the Balaban and Katz circuit held an initial get-together dinner at Little Jack's restaurant, with General Manager Walter Immerman presiding. The meeting was held along the lines of the luncheon meeting recently held by west side circuit managers to boost cooperation and goodwill with the theatre staffs.

Sam Lederer, veteran manager and theatre press agent, is celebrating his 82nd birthday anniversary.

Arthur Baldwin has bought the Siddell Theatre, Siddell, Ill.

Dave Alexander was named manager of the Illini Theatre, Moline, Ill.

Paul Dunlap was named co-manager of the Byrd.

Eugene Langenfeld was named manager of the Essaness Southern, Oak Park, Ill.

James Current was named manager of the American.

Betty Leonard resigned as secretary to Republic District Manager Will Baker, and was replaced by Lucille Pena.

National Screen Manager Harris Silverberg's son, Dale, has joined the navy and is stationed at Gulfport, Miss.

The Rex Theatre at West Frankfort will be reopened after improvements by Fox Theatres Circuit.

Fox Chicago District Manager Jack Lohrenz went to New York headquarters as special assistant while Gehring is away on vacation.

Lou Schrieber is expected here Thursday.

Film Classics President Johnny Jones goes to St. Louis for business conferences.

Chicago Censor Board reviewed 87 films with 366,000 feet of film last month. Nine cuts were made and they pinked three Mexican films, "Women's Diary," "The Flight," and "Abandonment." The board is not censoring 16-mm. films.

Schubert of RKO and Sober of MGM are meeting with Sam Lamasky, President Anna Birhancle and other B-45 Film Employes Union officials, to negotiate new labor contract. The union is asking a 40 per cent increase, retroactive to Dec. 1, 1943.

Ted Dariotis was named assistant manager of United Artists Theatre. Ben Adelman was named manager of the Terminal. Sam Mendelsohn was named assistant manager of the Granada. James Thompson was named assistant manager of the Nortown.

Theatre owners here will collect for the Red Cross drive for the entire week of the drive, despite the discussion to eliminate the duplicate collection where the house makes more than one change weekly.

Roy Churchill has resigned as general manager of MidStates Theatre circuit, a subsidiary of the Alliance Theatre circuit and returned to his home in southern California. Fred Nessel succeeds him and will make his headquarters at Walla Walla, Wash. Edward Hickey was named supervisor of the MidStates Theatres, and Everett Sorenson, special representative from Chicago headquarters, will go to Walla Walla, as city manager there.

The following employes entered the "20-Year" Club at MGM: Walter E. Banford, William G. Bishop, Elsie Bowman, Ona Bross, Lillian Caviness, Marguerite Fanning, Edna Frank, Sally Gold, Adeline Kerr, Samuel A. Shirley and Charles Vetrover. Employed more than ten years are: Clara Arendt, Regina Biesiada, Dorothy Crawford, Ilah Elwood, Louise Golle, Marie Gramlich, Mary Klosko, May Moretti, Wiona Nolan, Arthur O'Toole, Ann Peterson and Dorothy Veness.

WASHINGTON

Warner Sound Department Chief Al Pratt begins his 28th year with Warner Bros.

New employe in the Warner contract department, is Aaron Gamble, recently discharged from the Army.

Rallying their forces behind Regional Co-Chairman John J. Payette and Carter T. Barron, showmen of the District of Columbia are prepared to launch the 1946 Motion Picture Theatres' Red Cross Week campaign. Pledge of support was made at a recent meeting of the Motion Picture Theatre Owners of D. C., of which A. Julian Brylawski is president. The showmen of the District will not only make collections at every performance, but plan to decorate theatres during the week of the drive.

Joyce Johannson, formerly in the contact department, was given a stork shower by the girls at Warners, on the occasion of her resignation from the organization to await the blessed event.

Columbia Pictures Exchange Manager Sam Galanty is back from vacation in Florida.

MGM 20-year employes are Edward Kushner and James W. Tyler. Ten-year employes are Henry Ajello, John S. Allen, Phil Bobys, Harry Cohen, Margaret Dempkish, Jack Goldberg, Blanche Hall, Joseph Kronman, Hazel McLeran, Catherine Murphy, Anna Ridgely, Fred G. Rippingdale, Frank J. Scully and Vic-

(*Continued on Page* 58)



Joel McCrea

"The Virginian"

(Paramount)

Next Assignment~

"RAMROD"

(Harry Sherman)

REGIONAL NEWSREEL

(*Continued from Page* 56)

tor Wallace.

Chief Barker William K. Saxton, of Variety Club Tent No. 19, of Baltimore, announces that a contest is being held for the benefit of the Heart Fund of the Club. Mark Silver is chairman of the committee. Fifty prizes will be awarded the winners.

DES MOINES

A. N. Blank, head of Tri-States Theatres Corp., and Mrs. Blank have returned from a vacation in Florida.

Glenn McBride, of Lamont, who formerly operated the Earl Theatre, Earlville, has sold his theatre to Miss Neselroad, of Greene, Ia., and Miss Keller, of Ga., who have already taken possession. The new members are former Waves.

Lou Kuttnauer has been named a salesman for RKO, replacing Rhett Owens. Kuttnauer came here from St. Louis where he was with Republic.

C. C. Dunsmoor has returned to the theatre business after a nine-year absence and has taken over the Dodge Theatre, Fort Dodge. He installed new equipment, including seats, ventilation, sound and screen. Dunsmoor started in the business in 1916 and formerly operated the Capitol at Marshalltown.

H. W. Briney has purchased the Uptown Theatre, Gladbrook.

Thurber and Hicks have purchased the Eldon Theatre, Eldon, from A. L. Halsey.

Joe Smay has purchased the Coggon Theatre, Coggon.

L. Z. Henry has bought the theatre at Exira from Guy Beck.

Marvin Fosse resumed operation of the Mars Theatre, LaPorte City, since his discharge from service.

Bob Newman returned as office manager for National Screen Service after receiving his discharge. Newman formerly was head booker there and replaces Alice Elsie, who returned to her housewife duties for her returned husband.

Former National Screen Service Booker Harry Trullinger has transferred to 20th Century-Fox where he will serve as poster clerk, replacing Martha Pearce.

Monogram Cashier Ellowene Jensen has resigned to join her husband.

Dorris Henstock returned to National Screen as a booker after being in Seattle. Jack Gibson also has been named as a new booker.

An MGM 20-year employe is Mayme Jones. Reaching 10 years are George Baumeister, Howard T. Dunn, Marie Holdsworth, Dexter C. Kennedy, Gerald E. McGlynn, Frank Peterson and Harold Sutpin. They'll receive pins.



LUNCHEON LAUNCHES RED CROSS WEEK. Showmen of the New York metropolitan area launched their motion picture industry Red Cross Week with a luncheon for exhibitors, distributors and Red Cross workers at the Astor Hotel last Thursday (March 7). Seated at the table are (l-r): Howard Levy, R. J. Ellsworth, Lou Kutinsky, H. Furst, William Schutzer, Adele Friedman, Ray Malone, Dave Black, Jack Farkas and D. M. Dohmer.

CINCINNATI

Fred K. Krimm, prominent Dayton sportsman and well-known exhibitor, was honored at a dinner given by the Barkers of Variety Club Tent No. 18 last Monday evening. Krimm, who is vice-president of the Dayton Variety Club, won the district fencing championship in the tournament held recently at Vandalia, Ohio. A number of dignitaries were present for the banquet which was featured by a mock trial presided over by Judge Allan M. O'Leary. A meeting of the convention committee followed the dinner.



Fred Krimm

Harris Dudelson, United Artists branch manager, has just returned from West Virginia after completing arrangements for the Cincinnati branch to serve Huntington, Charleston and surrounding West Virginia territory formerly serviced by Pittsburgh.

Visitors on Film Row included Mannie Shor and his brother, Louis, from War, W. Va.; Bill Thalheimer, Logan, W. Va.; Milt Levine, Kenova, W. Va.; Harry Knight, Columbus, Ohio, and Ray Frisz and his associate, Bill Lubel, of the Chakeres Circuit, Springfield.

Ralph Kinsler of the Kinsler Shard Circuit left recently for a Florida vacation.

Ben Cohen of Telenews Strand Theatre went to Cleveland Thursday to visit his mother who is seriously ill.

Former Air Force Major Hugh Day is visiting the Paramount branch office to learn the branch routine before going to India with the foreign department.

Paramount Biller Louise Vinson, who has

ROVING REGIONALS

MGM announces its employes throughout the nation that have completed 20 years, or 10 years, of service with the company.

CHARLOTTE—10 years: Margaret Brown, Blanch Carr, Raymond W. Ervin, Jewel Medlin, Blanche Pittle, Benn Rosenwald and Capt. Bernard Ross.

CINCINNATI—20 years: Michael Berger, Edna Hahn, Albert L. Hobt and Edna Ossage; 10 years: Edwin M. Booth, Edna Campbell, Loretta Collins, Henry Cordes, Emma Duffy, William J. Devaney, Berry Greenberg, Florence Hermann, J. Milton Jacobs, Kathryn Mersch, Robert Morrell, Joseph Reusch, Luella Reusch, Estelle Schilferth, Harry J. Sheeran, Thomas C. Smiley, Charles J. Weigel. Clara Wright and Clara Zenz.

DETROIT—20 years: Gilbert L. Becker, John P. Byrne and Frank J. Downey; 10 years: Maribelle Brock, Amada Broecker, Floyd W. Chrysler, Charles Lazarus, John F. Morgan and William B. Potts.

KANSAS CITY—20 years: Olive Bond, Hilda Eastburn, Edward Green and Frank C. Hensler; 10 years: Bobbie Abrams, Leonard Abrams, Albert Adler, Harold Cohen, Robert Johns, Roger Leaton, Norine Pugh, Lt. Woodrow Sherrill, Mildred Schlickelman, Claudia Shockey, Amy Sinclair, Woodrow Walker, Kathryn Wheeler and Wilma White.

MINNEAPOLIS—20 years: William P. Cameron, Helen Carney, Emma Fenske, Harvey Lindell, Bertha Nauer, Alfred C. Putz, Norman W. Pyle, George W. Turner and William H. Workman; 10 years: Ray Haberland, John L. Kelley, Ralph Maw, Florence McHugh, Helen Paasch, Beatrice Ringdahl, Hannah Sundloff, Beulah Vadner, Mildred Walker and Arthur Zuelch.

NEW HAVEN—20 years: Molly A. Smith; 10 years: Geraldine C. Flood, Phillip Gravitz, Milton Hyams, Leon Jakubson, Herman E. Miller, Harry Rosenblatt, George E. Weber, Edith Williams and Mary Worstell.

NEW ORLEANS—20 years: Rudolph Berger, Clarence J. Briant, Virgil H. Bridges, Enola Murray and Joseph Springler; 10 years: Hypolite Arata, Ivory Burgess, Louise Harper, Marue Saucier, Gladys Villars, Augusta Woolverton and Samuel Wright.

OKLAHOMA CITY—20 years: Barbara Bauers; 10 years: James N. Byrd, Grover Livingston, Sadie Markowitz, Jack ReVille, L. Ward Royalty and Vera Strickland.

SALT LAKE CITY—20 years: George A. Derrick, Norman Larson, Theodore Parkin, and Ernest Van Pelt; 10 years: C. W. Boulet, Catherine Clark (Butte), Charles Clayton, Edythe Duncan, Carl P. Nedley, Rhea Storm and Edna Webking (Butte).

SAN FRANCISCO—20 years: Langdon C. Wingham; 10 years: Thomas A. Aspell, Jr., Gladys Brownsey, Lila Goodin, Kathryn Hackett, Bess Huntoon, Edward C. Mix, Helen Rice, Charles A. Rohl, Harry W. Schmidt and Leslie R. Smith.

SEATTLE—20 years: Joseph E. Comer; 10 years: Mildred Blatt, Budd Denton, Don Hiatt and Wallace Rucker.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*

Where to Build

J. H. Watts, owner of the Osage Theatre, at Osage, Iowa, is planning to run a contest to determine where he should construct a new motion picture house. Watts has acquired two possible sites for the theatre and is hoping to run the selection contest in order to exploit the place while waiting for the building situation to clear up.

REGIONAL NEWSREEL

been ill, is expected back on the job in a couple of weeks.

Paramount Division Manager J. J. Donohue visited the Cincinnati branch Thursday.

Harry Keller, midwestern field representative for Universal, is busy setting up the campaign for the first midwestern screening of "The Seventh Veil," which was to open this week at Keith's. Charles Simonelli, who is in charge of special events at the home office, was here for a few days collaborating with Keller on special promotion angles.

Pfc. Roy B. White, youngest son of Maurice White of the Libson-White Circuit, was home on furlough from Keesler Field last week.

Capt. W. C. Devaney, former city salesman and office manager for MGM, was discharged from the Army last week. He expects to return to MGM.

Nick Shafer of he Shafer Circuit left for a vacation in Miami Beach.

RKO Division Manager Bernie Kranze was in town last week.

PITTSBURGH

An eight pound baby daughter was born to Mr. and Mrs. Vincent Choate, of the Shea and Grand theatres, Bradford, Pa.

Byron Keyhan is a new addition to the Columbia sales staff. A recent Navy dischargee, he was a salesman for Universal in Buffalo, before joining the Navy.

MGM employes for more than 20 years are Saal Gootleib, Catherine Lockhart and Ted Tolley; for more than 10 years are: Hilda Alvin, Victoria Cook, Wahneta Gardner, Irvin Jacobs, Robert Kay, A. John Mayer, Edwin J. Moriarty, Max Shabason and Mary Stepanovich. All will receive pins.



GUEST. During her visit to Buffalo where she played one of the night clubs, Gypsy Rose Lee, author of 20th Century-Fox's "Doll Face," was the guest of Bob Dame, manager of Shea's Tack Theatre.

At a recent meeting the following officers of the 20th Century-Fox Family Club were elected for the coming year: Betty Miller, president; Helen Torbich, vice-president; Catherine Larkin, secretary; Bernadette Larkin, treasurer; Jack Ellstrom, Ellwood Ohleger, Helen Schu and Rosalie Miller, directors.

John Bixler, who now operates two theatres in Scottdale, Pa., has announced that he plans to build a new 800-seat deluxe theatre in this town in conjunction with a modern shopping center. Victor A. Rigaumont, of Pittsburgh, is the architect and construction will begin in the early spring.

Eddie Beedle, veteran showman, and officer of the AMPTO of western Pennsylvania, who, with his brother, Fred, operates the Alhambra and Continental theatres, Canonsburg, Pa., is vacationing in St. Petersburg, Fla., with Mrs. Beedle.

$221,952.71 Texas Take For March of Dimes

Texas Theatres collected more than $221,952.71 in the 1946 March of Dimes campaign, Co-Chairmen Karl Hoblitzelle and R. J. O'Donnell announced in Dallas this week as they forwarded a check for half that amount to the National Foundation for Infantile Paralysis.

This half of the sum, collected from audiences in all Interstate, Robb and Rowley, Griffith Amusement Company and the independent houses of Texas, goes to research and relief wherever the foundation finds it necessary. The other half goes to the Texas county chapter for work against the dread disease in their areas.

WB to Reissue Two

Two reissues—"No Time for Comedy," with Janes Stewart and Rosalind Russell, and "City for Conquest," with James Cagney and Ann Sheridan—have been set by Warners for April release. "Devotion," with Ida Lupino, Olivia de Havilland and others, is the only new picture set for the same month.



SHORT SUBJECT REVIEWS

Unusual Occupations *(Good)*

Para. (L5-3) 10 mins.

The workings of a food testing section of Consumers Institute shows how testers prepare food exactly in accordance with directions given in printed recipes. The scene then shifts to Cleveland where industrialists have created a typical 1885 city street with stores and displays of the period. On the beach at San Pedro, California, an entire family makes a comfortable and interesting living out of beach-combing. Fragile-looking young lady sculptress carves several-ton weights of granite into interesting figures. The reel concludes with exciting sequences of a spectacular mail route, via a rapids-running boat along the Snake River, Idaho. A lively short in color.

In the Postwar Era *(Fair)*

Para. (Y5-3) Speaking of Animals 9 mins.

This is a conglomeration of scenes showing how postwar inventions will affect the familiar barnyard animals. From a milking machine on a prize cow to a trio of goats singing what might be a radio commercial the short strives for comedy that doesn't quite come off as well as the high average achieved by previous shorts of the series. Just fair.

Popular Science No. 3 *(Interesting)*

Para. (J5-3) 10 mins.

This newest edition of the series shows the workings of intricate machinery that pits, skins, halves and otherwise prepares fruit for commercial use. Next, a series of scenes shows what can be expected in accommodations in the new type railroad sleeping car. The scene shifts to a heretofore secret laboratory where experiments on volunteer humans revealed how the services learned how to prevent blackouts of aviators in combat. Interesting addition to the average program. In color.

Rhythm on Blades *(Excellent)*

Para. (R5-6) Sportlights 9 mins.

This is a clear explanation of just what those leaps and bounds are, when ice skaters gyrate gracefully hither and yon. Everyone has seen figure-skaters doing their graceful stuff but few have known what they were doing, aside from the fact that it looked tough to do. Ted Husing's narration and the arrangement of logical sequences present a clear explanation of the technical aspects of the skater's art. Good for any program.

'Bunny' Display Sells Kiddie Show

With the realization that the patronage of children could be heightened and induced by extra special lobby display, which usually plays havoc on their imagination, Manager Sam Hebscher of Odeon's Nola Theatre, Ottawa, Ontario, created just such an attractive display for the occasion of his Special All Cartoon Children's Matinee.

Glamor boy Bugs Bunny, with his flopping ears, was featured in a large cut-out form, but in place of his inevitable carrot, a cut-out bottle of Pepsi-Cola was used which delighted the children no end. As an added incentive, Hebscher gave away 30 six-bottle-cartons of the soft drink and 10 guest passes for the Saturday matinee.

The special display, which was set up in connection with advertising of regular attractions, caught the eye of everyone passing the theatre, and the show of course, was a sell-out.

My Man Jasper *(Fair)*

Para. (U5-2) Puppetoons 8 mins.

The Scarecrow dreams he is in a Robinson Crusoe setting, captured by the natives, in the well known cooking pot and being tried for his crimes by a jury, judge, prosecutor, court attendants, all of whom strangely resemble Jasper. The Scarecrow, stricken by conscience, awakens and returns Jasper's stolen belongings. The idea was swell, the animation excellent but the dialog is almost unintelligible, spoiling complete enjoyment of this Technicolor short.

In Dutch *(Funny)*

RKO (64,105) Disney Cartoons 7 mins.

Pluto blithely carries on with his job delivering milk to the townspeople when he meets the beauteous Dinah, who gets caught in the rope attached to the alarm bell designed to warn the people when the dike starts to leak. The duo are banished from the town but discover a real leak. Their warning is disregarded until Pluto's tricks make the people chase him to the spot where Dinah bravely is stopping the small hole. The two are acclaimed heroes, with Pluto taking up his old job and Dinah riding his cart with him. This Technicolor cartoon is a nice addition to any program.

High Blood Pressure *(Fair)*

Columbia (7433) Schilling & Lane 19 mins.

Gus Schilling and Richard Lane form a new team and play a screwball type of comedy, with Lane the smart-aleck, fast-talking guy and Schilling the long-suffering foil. They become involved with police in traffic violations, with doctors in a near surgical operation and a free-for-all in a baseball park. The team shows promise and could be really funny with better material.

Flicker Flashbacks No. 4 *(Good)*

RKO (64,204) 8 mins.

While similar to most of the other Flashbacks, this new release loses nothing in interest as it shows scenes from a Biograph production made in 1908 in which Emma and her straying husband go through what is known as "the gamut" in conveying their sufferings to audiences of that day. It is interesting and very funny at times. Good for any program.

Leon Errol started his 96th RKO Radio two-reel comedy recently.

. . . NEWSREEL SYNOPSES . . .

(Released Saturday, March 16)

MOVIETONE (Vol. 28, No. 56)—Preparation made for atomic bomb test at Bikini Atol; President Truman says British loan is good business; Empress of Japan follows Hirohito's ways; Young piano protegee; Santa Anita handicap; Marine land aquarium in Florida; Marathon of muscles; Cardinals open their stay in St. Petersburg with workouts under new management.

NEWS OF THE DAY (Vol. 17, No. 254)—Prelude to atom bomb tests in Pacific; Jap Empress out of hiding; No. 1 G-man honored; Churchill in Richmond; Truman urges British loan; Dionne quints at school; Vancouver Health and Strength Show Red Sox start on American League pennant trail; Cardinals in training under new manager.

PARAMOUNT (No. 57)—Santa Anita horse race; Hollywood awards new Oscars; Freak glaciers; Churchill says goodby to South; British loan is urged by Truman; Atom bomb test in preparation; Piano protegee baffles nation.

RKO PATHE (Vol. 17, No. 59)—Churchill and Eisenhower on tour; Truman supports British loan; Jap Empress visits people; First films on atom test flight; Radio guided planes for atom test.

UNIVERSAL (Vol. 19, No. 484)—Preparations for atom bomb tests in Pacific; President Truman supports loan to Britain; Movie awards presented; It's done on porpoise; Santa Anita handicap.

(Released Wednesday, March 13)

MOVIETONE (Vol. 28, No. 55)—Churchill urges U. S.-British ties for world peace; Truman addresses Council of Churches in Columbus; U. S. Cardinals welcomed back from Rome; Washington State Game Commission feeds hungry animals; Amateur boxers in Golden Gloves Tournament of Champions; Ski jumping at Iron Mountain, Mich.

NEWS OF THE DAY (Vol. 17, No. 253)—Churchill warns U. S. of danger; Anti-Soviet demonstration in China; Religion vital, says Truman; Argentina's ballot battle as Peron faces vote test; Skiing at Iron Mountain, Mich.

PARAMOUNT (No. 56)—Yankee baseball power back again; President speaks at Federal Council of Churches; Argentines go to polls in first election since Peron's fascist coup; Students demonstrate against Reds; Churchill's Missouri address.

RKO PATHE (Vol. 17, No. 58)—Churchill, Truman in major speeches; France closes its Spanish frontier; Peron, Tamborini in race for Argentine resident; Cardinals hailed on return to U. S.; French GI brides sail for America.

UNIVERSAL (Vol. 19, No. 483)—Truman calls on churchmen to save world from ruin, urges U. S.-Anglo Alliance; Cardinals back from Rome; Peron leads in Argentina; Novel "decoys" with which British fooled Luftwaffe during the war; Golden Glovers exchange professional knockouts; Joe DiMaggio gives local fans a treat in Canal Zone.

ALL-AMERICAN (Vol. 4, No. 177)—Urban League marks 15th year at Baltimore banquet; Stork brings hippo to Zoo; Harlem children stage show for playmates; Col. Ray tells of new Negro Army status; New college of scriptures; Negro stars honored at first annual banquet in Los Angeles.



WELCOMES CHILDREN. Manager H. Spencer Bregoff of Fabian's Palace Theatre, Port Richmond, S. I., has engaged Rusty the Clown, shown above, as part of a weekly street ballyhoo to welcome youngsters to the theatre's Saturday matinee cartoon shows. Rusty will also appear at various neighborhood schools as the kiddies are dismissed.

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in parenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

CURRENT 1944-45

				Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader (M)F	Phil Harris-Leslie Brooks	70	9/13/45	b2/9/46
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
8029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-L. Merrick	60	1/24/46	a11/24/45
	Bandit of Sherwood Forest (Tech.) (D)F	Cornel Wilde-Anita Louise	85	2/21/45	b2/23/46
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton		2/21/46	a11/10/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	9/27/45	a7/14/45
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	74	2/28/46	a11/17/45
7029	Girl of the Limberlost	R. Nelson-D. Cliton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay (M)F	J. Canova-R. Hunter-L. Merrick	62	11/29/45	b2/16/46
	Just Before Dawn	Warner Baxter-Adelle Roberts		3/7/46	
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway (MC)F	Reynolds-Brady-Falkenburg	78	1/3/46	b3/2/46
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	64	2/14/46	a11/10/45
	One Way to Love (C)F	W. Parker-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	61	12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	So Dark the Night	Micheline Cheirel-Steven Geray		3/14/46	a1/26/46
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

	Devil's Mask	Anita Louise-Jim Bannon	
	Gallant Journey	Glenn Ford-Janet Blair	
	Gilda	Rita Hayworth-Glenn Ford	a1/26/46
	Man Who Dared	Leslie Brooks-George Macready	
	Mysterious Intruder	Richard Dix-Barton MacLane	4/11/46 a3/9/46
	Night Editor	William Gargan-Janis Carter	4/18/46
	One Life Too Many	Leslie Brooks-George Macready	
	Perilous Holiday	P. O'Brien-R. Warwick-E. Buchanan	3/21/46 a2/9/46
	Phantom Thief	Chester Morris-Jim Bannon	a3/2/46
	Power of Attorney	Forrest Tucker-Lynn Merrick	
	Renegades (Tech.)	Evelyn Keyes-Willard Parker	
	Story of Jolson (Tech.)	L. Parks-E. Keyes-W. Demarest	a2/9/46
	Talk About a Lady	Jinx Falkenburg-Joe Besser	3/28/46 a3/2/46
	That Texas Jamboree	Ken Curtis-Jeff Donnell	
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman	a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

5201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw (W)F	Charles Starrett-Tex Harding	58	1/31/46	b2/16/46
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
	Roaring Rangers	Charles Starrett-Smiley Burnette	55	2/14/46	
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	55	12/20/45	b1/12/45
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts		3/14/46	

Westerns (Coming)

	Galloping Thunder	Charles Starrett-Smiley Burnette	4/25/46
	Gunning for Vengeance	Charles Starrett-Smiley Burnette	3/21/46
	Heading West	Charles Starrett-Smiley Burnette	
	Landrush	Charles Starrett-Smiley Burnette	
	Phantom of the Desert	Charles Starrett-Smiley Burnette	
	Terror Trail	Charles Starrett-Smiley Burnette	
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140 Aug.	a7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65 July	b6/23/45

MGM

CURRENT 1944-45

Group No.			Mins.	Rel. Date	See Issue of
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45

Current 1945-46

13	Abbott & Costello In Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	127		a1/26/46
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45

COMING

Sp.	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125	Mar b12/22/45
	A Woman of My Own	Greer Garson-Robert Montgomery		
	Bad Bascomb (W)F	Wallace Beery-Margaret O'Brien	110	Apr-May b2/9/46
	Black Sheep	James Craig-Skippy Homeier		
	Boy's Ranch	James Craig-Skippy Homeier		a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan		a2/9/46
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams		a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake		a2/9/46
	Fiesta (Tech.)	Esther Williams-John Carroll		a2/9/46
	Green Years, The	C. Coburn-T. Drake-S. Royle	127	a1/26/46
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"		a1/27/45
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell		a2/9/46
	Hoodlum Saint (D)A	William Powell-Esther Williams	93	Apr-May b2/9/46
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105	b12/1/45
	Little Mr. Jim	James Craig-Frances Gifford		a1/26/46
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn		a2/9/46
	Postman Always Rings Twice	Lana Turner-John Garfield	113	Apr-May a9/29/45
	Show-Off	R. Skelton-M. Maxwell-M. Main		
	Star From Heaven	Marshall-Thompson-Jim Davis		a3/2/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter		
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold		a3/2/46
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra		
	Two Sisters From Boston (CM)F	Kathryn Grayson-June Allyson	112	Apr-May b3/9/46
	Two Smart People	J. Hodiak-L. Ball-L. Nolan		a2/9/46
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig		a10/20/45
	You Were There	K. Hepburn-R. Taylor		
	Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110	Mar b1/12/46

MONOGRAM

CURRENT 1944-45

Prod. No.					
405	China's Little Devils (D)F	Harry Carey-Paul Kelly	74	7/21/45	b5/5/45
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
411	Muggs Rides Again (D)F	East Side Kids	64	6/8/45	b6/30/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
418	Scarlet Clue (My)A	Sidney Toler-Mantan Moreland	65	6/12/45	b6/29/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
424	Trouble Chasers	B. Gilbert-S. Howard-M. Rosenbloom	62	6/2/45	a5/10/45

CURRENT 1945-46

505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
504	Black Market Babies (D)A	Ralph Morgan Teala Loring	71	1/5/46	b12/8/45
528	Face of Marble (H)A	John Carradine-Claudia Drake	72	2/2/46	b1/26/46
507	Fear (My)A	Warren William-Anne Gwynne	68	3/2/46	b12/29/45
509	Live Wires (D)F	Leo Gorcey-Huntz Hall	65	1/12/46	b2/16/46
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
527	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61	2/16/46	b1/19/46
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/12/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	69	12/8/45	b9/29/45
503	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74	3/16/46	b1/26/46

COMING

526	Behind the Mask	Kane Richmond-Barbara Reed	a3/2/46
	Dark Alibi	S. Toler-B. Fong-M. Moreland	a1/26/46
	Don't Gamble With Strangers	Kane Richmond-Bernedene Hays	
529	Gay Cavalier	Gilbert Roland-Martin Garalaga	
	Freddie Steps Out	Freddie Stewart-June Preisser	
	In Fast Company	Leo Gorcey-Huntz Hall	
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox	a3/2/46
514	Junior Prom (M)F	Freddie Stewart-June Preisser	b3/2/46
	Suspense	Belita-H. Valdez-A. Dekker	6/1/46 a12/29/45

Westerns (Current 1944-45)

452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
451	Flame of the West (W)F	J. M. Brown-R. Hatton	71	6/9/45	b5/19/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
566	Haunted Mine, The	J. M. Brown-Raymond Hatton	52	3/2/46	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
463	Saddle Serenade (W)F	Jimmy Wakely-Johnny James	54	8/11/45	b8/18/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
462	Springtime in Texas (W)F	J. Wakely-"Lasses" White	54	6/2/45	b5/26/45
456	Stranger From Santa Fe(W)F	J. M. Brown-Raymond Hatton	55	7/21/45	b4/28/45
565	Border Bandits (W)F	J. M. Brown-R. Hatton	57	1/12/46	b2/23/46
571	Lonesome Trail	J. Wakely-Lee White	55	12/8/45	
572	Moon Over Montana	Jimmy Wakely-Lee White	54	2/23/46	

Westerns (Coming)

	Fighting Texan	J. M. Brown-R. Hatton	
567	Under Arizona Skies	J. M. Brown-Raymond Hatton	4/13/46
573	West of the Alamo	Jimmy Wakely-Lee "Lasses" White	4/6/46

PARAMOUNT

Block No.	CURRENT 1944-45	Mins.	Rel. Date	See Issue of
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
6	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/25/46	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45
	Current 1945-46				
1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Follow That Woman (My)	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/45	a4/7/45
3	Miss Susie Slagle's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45
1	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45
	COMING				
	Big Town	Philip Reed-Hillary Brooke			a2/9/46
4	Blue Dahlia (My)A	A. Ladd-V. Lake-W. Bendix	100		b2/2/46
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
5	Bride Wore Boots	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Easy Some, Easy Go	Betty Hutton-Sonny Tufts			a4/7/45
5	Hot Cargo	W. Gargan-J. Rogers-P. Reed			a11/10/45
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/10/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	O.S.S.	A. Ladd-G. Fitzgerald-P. Knowles			
5	Our Hearts Were Growing Up	B. Donlevy-G. Russel-D. Lynn			a4/28/45
	Perfect Marriage, The	L. Young-D. Niven-V. Field			
	Perils of Pauline	Betty Hutton-John Lund			
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			a3/2/46
	Strange Love of Martha Ivers	Stanwyck-L. Scott-Heflin			a3/2/46
	Suddenly It's Spring	F. MacMurray-P. Goddard			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer (D)A	Robert Lowery-Barbara Britton	64		b1/26/46
5	To Each His Own	Olivia de Havilland-John Lund			a7/14/45
	Too Good to Be True	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.) (W)F	J. McCrea-B. Donlevy-S. Tufts	90		b1/26/46
	Welcome Stranger	Bing Crosby-Barry Fitzgerald			
4	Well Groomed Bride (C-D)F	R. Milland-O. deHavilland-S. Tufts	75		b2/2/46

PRC

	CURRENT 1944-45			
	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
	Arson Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45	b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	10/23/45	b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
	Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
	Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46	b1/19/46
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
	I Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	6/15/45	b3/31/45
	Man Who Walked Alone (C)F	Kay Aldridge-Dave O'Brien	74	3/15/46	b2/17/45
	Mask of Diijon (D)A	Eric von Stroheim-Jeanne Bates	70	3/7/46	b2/2/46
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
	Strangler of the Swamp (H) A	R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/45	b11/11/44
	White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45	b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/46	b6/16/45
	COMING				
	Avalanche	Bruce Cabot-Roscoe Karns			
	Crime in the Night	Hugh Beaumont-Cheryl Walker			
	Devil Bat's Daughter	Rosemary LaPlanche-John James			
	Murder Is My Business (My)F	Hugh Beaumont-Cheryl Walker	63		b3/9/46
	Once and For All	N. Coleman-P. Reed-F. Cressart			a12/22/45
	Wife of Monte Cristo	John Loder-Lenore Aubert			a12/29/45
	Westerns (Current 1944-45)				
	Ambush Trail (W)F	Bob Steele-Lorraine Miller	56	2/17/46	b2/2/46
	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
	Navajo Kid	Bob Steele		11/21/45	a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
	Six Gun Man (W)F	Bob Steele	59	2/1/46	b1/26/46
	Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
	Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
	Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45	b9/22/45
	Westerns (Coming)				
	Caravan Trail (Color)	Eddie Dean-Emmett Lynn			
	Colorado Serenade	Eddie Dean-Mary Kenyon			
	Law Crusaders	Buster Crabbe-Al St. John			
	Man Without a Gun	Bob Steele-Ellen Hall			
	Romance of the West (W)F	Eddie Dean	58	3/20/46	b2/16/46
	Terrors on Horseback	Buster Crabbe-Al St. John			

RKO-RADIO

Block No.	CURRENT 1944-45	Trade Shown		
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
Sp.	It's a Pleasure (Tech.) (DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45
	CURRENT 1945-46				
Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/15/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Tevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Scanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Mayo	98	Apr	b4/20/45

RKO-RADIO (Cont.)

Block No.	Current 1945-46	Mins.	Trade Shown	See Issue of
	COMING			
4	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	A Likely Story	Bill Williams-Barbara Hale			
	Badman's Territory	R. Scott-A. Richards-L. Tierney			a2/9/46
	Bamboo Blonde	Frances Langford-Russell Wade			
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
	Child of Divorce	Sharyn Moffett-Regis Toomey			
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Criminal Court	T. Conway-M. O'Driscoll			
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
4	Deadline at Dawn (My)F	S. Hayward-P. Lukas-O. Massen	83		b2/16/46
	Desirable Woman	Joan Bennett-Robert Ryan			a3/9/46
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Double Trouble	Jack Haley-Anne Jeffreys			
	Falcon's Alibi	Tom Conway-Rita Corday			
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95		b3/2/46
4	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera-Ellen			
	Lady Luck	R. Young-B. Hale-F. Morgan			
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b9/29/45
	Notorious	C. Grant-Ingrid Bergman			a2/9/46
4	Riverboat Rhythm (C)F	Leon Errol-Joan Newton	65		b2/9/46
	Sinbad the Sailor (Tech.)	D. Fairbanks, Jr.-M. O'Hara			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			a3/2/46
3	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step by Step	Lawrence Tierney-Anne Jeffreys			a2/9/46
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
4	Tarzan and the Leopard Woman (A)F	J. Weissmuller-B. Joyce	72		b2/16/46
	Till the End of Time	Dorothy McGuire-Guy Madison			a2/9/46
Sp.	Tomorrow Is Forever (D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	Without Reservations	Claudette Colbert-John Wayne			a2/9/46

REPUBLIC

Rel. Date	CURRENT 1944-45	Prod. No.			
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/15/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/20/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/15/45	b12/22/45
	Current 1945-46				
508	A Guy Could Change (D)F	Allan Lane-Jane Frazee	65	1/27/46	b1/26/46
503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
513	A Strange Impersonation (D)F	Brenda Marshall-William Gargan	68	3/16/46	b3/2/46
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
511	Crime of the Century	Stephanie Bachelor-Michael Browne	56	2/28/46	a12/1/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
509	Gay Blades	Allan Lane-Jean Rogers	67	1/25/46	a1/26/46
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
510	Madonna's Secret, The (D)F	F. Lederer-A. Rutherford-G. Patrick	79	2/16/46	b2/23/46
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
447	Song of Arizona	Roy Rogers-Dale Evans	68	3/9/46	a3/2/46
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45
	COMING				
	Catman of Paris (H)A	Carl Esmont-Lenore Aubert	56		b2/23/46
	Earl Carroll's Sketchbook	Constance Moore-William Marshal			
	Fabulous Suzanne	Barbara Britton-Rudy Vallee			
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			a3/2/46
	Ghost Goes Wild	James Ellison—Ann Gwynne			
	Home on the Range	Monte Hale-Adrian Booth			a1/26/46
	Inner Circle	Warren Douglas-Veda Ann Borg			
	In Old Sacramento	Constance Moore-William Elliott	84		
	I've Always Loved You	Catherine McLeod-Philip Dorn			a1/26/46
	Invisible Informer	Linda Stirling-William Henry			
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			a1/26/46
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			a3/2/46
	Man From Rainbow Valley	Monte Hale-Adrian Booth			
512	Murder in the Music Hall (My)F	Vera Hruba Ralston-W. Marshall	84	4/10/46	b2/23/46
	My Pal Trigger	R. Rogers-D. Evans-G. Hayes			
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			a3/2/46
	Passkey to Danger	Stephanie Bachelor-Adele Mara			a3/2/46
	Rainbow Over Texas	Roy Rogers-Dale Evans			a3/9/46
	Rendezvous With Annie	Eddie Albert-Gail Patrick			
	Specter of the Rose	Michael Chekhov-Judith Anderson			a3/2/46
	Twisted Circle	Adele Mara-William Frawley			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45
	Westerns (Current 1944-45)				
456	Oregon Trail	Sunset Carson-Peggy Stewart	56	7/14/45	
455	Santa Fe Saddlemates (W)F	Sunset Carson-Linda Stirling	56	6/2/45	b6/23/45
466	Trail of Kit Carson (W)F	Allan Lane-Tom London	56	7/11/45	b8/18/45
	Westerns (Current 1945-46)				
551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
565	California Gold Rush (W)F	Wild Bill Elliott-Bobby Blake	60	2/4/56	b3/2/46
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	64	12/13/45	b2/2/46
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
554	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	56	2/8/46	
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshall of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/7/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue

REPUBLIC (Cont.)

Westerns (Coming)

			Mins.	Rel. Date	See Issue of
564	Wagon Wheels Westward (W) F.	Wild Bill Elliott-Bobby Blake	56	12/21/45	b1/19/46
	Alias Billy the Kid	Sunset Carson-Peggy Stewart			
	Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			
	El Paso Kid	Sunset Carson-Marie Harmon			
	Red River Renegades	Sunset Carson-Peggy Stewart			
	Santa Fe Uprising	Allan Lane-Martha Wentworth			
	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
	Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.			Mins.	Rel. Date	See Issue of
523	Call of the Wild (D) F.	C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C) A.	William Bendix-Joan Blondell	75	June	b6/9/45
529	Nob Hill (Tech.) (DM) F.	Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C) F	F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D) F.	Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D) F.	G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My) F	Fitzgerald-Hayward-Huston	97	Nov.	b1/19/46
616	A Walk in the Sun (D) F.	Dana Andrews-Richard Conte	117	Mar	b12/1/45
622	A Yank in London	Anna Neagle-Rex Harrison	110	Mar	
620	Behind Green Lights (D) A.	Carole Landis-William Gargan	64	Feb	b1/19/46
604	Captain Eddie (B) F.	F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My) F.	J. Dunn-Sheila Ryan	65	Sept	b7/12/45
610	Col. Effingham's Raid (CD) F.	C. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
617	Doll Face (CM) F.	C. Miranda-P. Como-V. Blaine	80	Jan.	b12/22/45
609	Dolly Sisters, The (Tech.) (MC) F	B. Grable-J. Payne-J. Haver	114	Nov	b8/29/45
612	Fallen Angel (D) A.	A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D) F	W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
618	Jesse James	T. Power-H. Fonda-N. Kelly	106	Feb	Re-release
603	Junior Miss (C) F.	P. A. Garner-A. Joslyn	94	Aug	b6/16/45
614	Leave Her to Heaven (Tech.) (D) A	G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
619	Return of Frank James	Henry Fonda-Gene Tierney	92	Feb	Re-release
621	Sentimental Journey (D) F.	M. O'Hara-J. Payne-W. Bendix	94	Mar	2/9/46
613	Spider, The (M) F.	Richard Conte-Faye Marlowe	62	Dec	b10/13/45
615	Shock (D) F.	Vincent Price-Lynn Bari	70	Feb	b1/19/46
607	State Fair (Tech.) (CM) F.	D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D) F.	D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B) F.	A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell	a1/26/46
Black Beauty	Mona Freeman-Richard Denning	
Centennial Summer (Tech.)	Crain-Darnell-Bennett	a10/20/45
Claudia and David	Dorothy McGuire-Robert Young	
Cluny Brown	Charles Boyer-Jennifer Jones	a1/26/46
Dark Corner	Lucille Ball-William Bendix	a1/26/46
Deadline for Murder	Sheila Ryan-Kent Taylor	
Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James	a5/19/45
Dragonwyck (D) A	G. Tierney-V. Price-W. Huston	b2/23/46
Forever Amber (Tech.)	P. Cummins-C. Wilde-V. Price	
Home Sweet Homicide	P. Ann Garner-R. Scott	
It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn	
Johnny Comes Flying Home	Martha Stewart-Richard Crane	a1/5/46
Margie (Tech.)	Jeanne Crain-Alan Young	
Rendezvous 24	William Gargan-Maria Palmer	
Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes	a1/5/46
Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives	a10/6/45
Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis	a1/5/46
Strange Triangle	Signe Hasso-John Shepard	a1/26/46
Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne	a1/26/46
Wake Up and Dream	John Payne-June Haver	a6/9/45

UNITED ARTISTS

CURRENT

Abilene Town (W) F.	Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
Bedside Manner (C) F.	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
Blithe Spirit (C) A.	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
Bleed on the Sun (D) F.	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
Breakfast in Hollywood (CD) F.	Tom Breneman-Bonita Granville	93	2/22/46	b1/19/46
Captain Kidd (D) F.	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
Diary of a Chambermaid (D) A.	P. Goddard-B. Meredith	86	2/14/46	b2/2/46
Getting Gertie's Garter (C) A.	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
Great John L, The (D) A.	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
Guest in the House (D) A.	Anne Baxter-Ralph Bellamy	121	12(8(44	b12/9/44
Guest Wife (C) A.	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
Johnny in the Clouds (D) F.	John Mills-D. Montgomery	88	3/15/46	b11/17/45
Outlaw, The	Jane Russell-Walter Huston		2/8/46	
Paris-Underground (WaD) A.	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
Southerners, The (D) F.	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
Spellbound (D) A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
Story of G. I. Joe (D) A.	Ernie Pyle Story	109	7/13/45	b6/23/45
Whistle Stop (D) F.	George Raft-Ava Gardner	85	1/25/46	b1/12/46
Young Widow (D) A.	Jane Russell-Louis Hayward	100	3/1/46	b2/23/46

COMING

Angel on My Shoulder	P. Muni-A. Baxter-C. Rains	a2/9/46
A Night in Casablanca	Marx Bros.-Charles Drake	
A Scandal in Paris	G. Sanders-S. Hasso-C. Landis	a12/22/45
Caesar and Cleopatra (Tech.) (D) A	Claude Rains-Vivien Leigh	b12/22/45
Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten	
Fanny By Gaslight	James Mason-Phyllis Calvert	
Henry the Fifth	L. Olivier-R. Asherson	
Mr. Ace	George Raft-Sylvia Sidney	
Rebecca	L. Olivier-Joan Fontaine	Reissue
Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin	a2/9/46
Strange Woman, The	H. Lamarr-G. Saners-L. Hayward	
This Happy Breed	Robert Newton-Celia Johnson	

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C) F.	Bonita Granville-Noah Beery, Jr.	59	7/29/45	b7/21/45
9042	Blonde Ransom	Virignia Grey-Donald Cook	68	6/15/45	a1/6/45
9037	East Side of Heaven	Bing Crosby	88	6/15/46	Re-release
9045	Easy to Look At (CM) F.	Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H) A.	Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9041	I'll Tell the World (C) F.	Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H) A.	B. Bryant-P. Brown-O. Kruger	63	6/29/45	b/16/45
9001	Lady of a Train	D. Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C) F.	Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM) F.	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9043	Penthouse Rhythm (M) F.	Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9035	Strange Affair of Uncle Harry (B) F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45

UNIVERSAL (Cont.)

CURRENT 1944-45

Prod. No.			Mins.	Rel. Date	See Issue of
9014	That's the Spirit (C) F.	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/10/45
9025	Woman in Green, The (My) F.	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

Current 1945-46

516	Because of Him (CM) F.	D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My) F.	Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/3/45
510	Daltons Ride Rgain (W) F.	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45	b11/17/45
513	Frontier Gal (D) F.	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/8/45
515	Girl on the Spot (D-M) A.	Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H) A.	Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
518	Idea Girl (C) F.	Jess Barker-Julie Bishop	60	2/8/46	b2/2/46
520	Little Giant (C) F.	Abbott-Costello	91	2/22/46	b3/2/46
502	Men in Her Diary (C) A.	J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/15/45
512	Pillow of Death (My) A.	L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D) F.	B. Rathbone-N. Bruce	65	10/26/45	b10/27/45
503	River Gang (M) F.	G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street (D) A.	Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/29/45
519	Seventh Veil (D) A.	James Mason-Ann Todd	94	2/15/46	b11/10/45
501	Shady Lady (CM) F.	S. Coburn-G. Simms-R. Paige	93	9/7/45	b9/8/45
505	Strange Confession (M) A.	L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C) F.	A. Jones-B. Granville	62	10/12/45	b10/20/45
517	Terror By Night (My) A.	B. Rathbone-Nigel Bruce	60	2/1/46	b2/2/46
504	That Night With You (CM) F.	F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/22/45
508	This Love of Ours (D) F.	Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

527	Blonde Alibi	Tom Neal-Martha O'Driscoll		4/12/46	a3/2/46
	Brief Encounter (D) A.	Celia Johnson-Trevor Howard	95		b2/16/46
	Brute Man	Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward			a10/6/45
532	Cat Creeps	Lois Collier-Noah Beery, Jr.		5/17/46	a1/26/46
	Dead of Night	Michael Redgrove-Googie Withers			
	Dressed to Kill	Rathbone-N. Bruce-P. Morison			a3/2/46
	Fandango (Tech.)	DeCarlo-Donlevy-Aumont			a2/9/46
	Ghost Steps Out	Abbott-Costelle-M. Reynolds			
525	House of Horrors (H) A.	Kent Taylor-Virginia Grey	65	3/29/46	b3/9/46
	Inside Job	A. Curtis-A. Rutherford-P. Foster			
	Kelly Is My Name	Phil Terry-Ann Savage			
	Lesson in Love	G. Brent-L. Ball-V. Zorina			
	Little Miss Big	Fay Holden-Beverly Simmons			
534	Love Takes a Holiday	Joan Davis-Jack Oakie		5/31/46	a3/9/46
526	Madonna of the Seven Moons (D) A	P. Roc-P. Calvert-S. Granger	89	4/5/46	b1/26/46
	Notorious Gentlemen (D) A.	Rex Harrison-Lilli Palmer	110		b2/16/46
531	She Wolf of London	Sara Haden-Una O'Connor	92	5/17/46	a1/5/46
521	Smooth as Silk (My) A.	Kent Taylor-Virginia Grey	66	3/1/46	b3/9/46
528	So Goes My Love	Myrna Loy-Don Ameche		5/10/46	11/24/45
524	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce		3/22/46	a11/10/45
530	Strange Conquest	Jane Wyatt-Jess Barker			a3/2/46
522	Tangier (D) F	M. Montez-P. Foster-R. Paige	75		b3/9/46
	Wicked Lady (D) A.	M. Lockwood-J. Mason-P. Roc	100		b1/12/46

Westerns (Current 1944-45)

9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45	4/19/46
9081	Riders of the Santa Fe (W) F.	Rod Cameron-Eddie Dow	65	1/10/45	2/b23/46

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45	
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/45	a12/22/45
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45	

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C) F.	B. Stanwyck-D. Morgan	101	8/11/45	a7/21/45
418	Conflict (D) A	Humphrey Bogart-Alexis Smith	86	6/30/45	b6/16/45
419	Corn Is Green (D) A.	Bette Davis-John Dall	114	7/21/45	b3/31/45
417	Pillow to Post (C) A.	Ida Lupino-Sydney Greenstreet	92	6/9/45	b5/19/45

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45	Reissue
512	Burma Victory (Wa) A.	Documentary	63	2/16/46	b12/22/45
513	Cinderella Jones (C) F.	Joan Leslie-Robert Alda	88	3/9/46	b2/16/46
506	Confidential Agent (D) F.	C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D) F.	Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D) A.	Joan Crawford-Jack Carson	111	10/20/45	b9/29/45
510	My Reputation (D) F.	Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
501	Pride of the Marines (D) F.	J. Garfield-E. Parker-D. Clark	119	9/4/45	b8/11/45
502	Rhapsody in Blue (M) F.	Joan Leslie-Robert Alda	139	9/22/45	b6/30/45
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45	b11/24/45
511	Three Strangers (D) A.	Fitzgerald-Greenstreet-Lorre	92	2/15/46	b1/26/46
507	Too Young to Know (D) F.	Joan Leslie-Robert Hutton	86	12/1/45	b11/17/45

COMING

Appointment in Tokyo (Wa)	Documentary	54		b12/1/45
A Very Rich Man	S. Greenstreet-M. Vickers-D. Clark			
Beast With Five Fingers	R. Alda-A. King-P. Lorre			
Big Sleep	H. Bogart-Lauren Bacall			a2/16/45
Devotion (D) A	O. deHavilland-I. Lupino			a2/17/45
Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/9/46
Her Kind of Man	Z. Scott-F. Emerson-D. Clark			a12/22/45
Humeresque	J. Crawford-J. Garfield-O. Levant			
Janie Gets Married	Joan Leslie-Robert Hutton			a11/24/45
Never Say Goodbye	Erroll Flynn-Eleanor Parker			a12/1/45
Night and Day	C. Grant-A. Smith-J. Wyman			
Nobody Lives Forever	J. Garfield-G. Fitzgerald			a2/10/45
Of Human Bondage	P. Henreid-E. Parker-P. Knowles			a8/16/44
One More Tomorrow	Ann Sheridan-Dennis Morgan			a11/26/44
Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring			a3/9/46
514 Saratoga Trunk (D) A.	Gary Cooper-Ingrid Bergman	135	3/30/46	b11/24/45
Sentence, The	Ann Sheridan-Robert Alda			
Shadow of a Woman	Andrea King-William Prince			a4/28/45
Stolen Life	B. Davis-G. Ford-W. Brennan			a3/31/45
The Man I Love	Ida Lupino-Robert Alda			a11/24/45
The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson-J. Wyman			a12/1/45
Two Guys From Milwaukee	Dennis Morgan-Joan Leslie			
Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith			a11/24/45

MISCELLANEOUS

A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett	Film Clas		a10/4/44
Adventure For Two (D) F.	Laurence Olivier-Penelope Ward	89		b12/22/45
Adventure In Music (M)	Jose Iturbi & Others	62		b5/27/44
Battle for Music (Doc.) F.	London Philharmonic	74	FourCents	b10/30/43
Crainquebille (D) A	French Cast	59	Hoffberg	b10/28/44
1812 (Hist.)	Russian Cast	95	Artkine	b9/16/44
Fall of Berlin (Doc.) F.		70	Artkine	b9/15/44
I Know Where I'm Going (D) F.	Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
Journey Together (D) F.	Ed. G. Robinson-Bessie Love	80	Eng. Films	b3/9/46
Love on the Dole (D) A.	Deborah Kerr-Clifford Evans	89	FourCents	b10/20/45
Open City (D) A.	Aldo Fabrizi-Anna Magnani	100	Mayer-Bur'n	b3/9/46
Strange Holiday (D) F.	Claude Rains-Robbie Stebbins	57	Ellis	b10/27/45

FEATURE GUIDE TITLE INDEX

For Dates of Reviews. Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Film Classics
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Two Cities
Adventure in Music	Misc.
Adventures of Rusty	Col.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
Avalanche	PRC
A Very Rich Man	WB
A Walk in the Sun	20th-Fox
A Woman of My Own	MGM
A Yank in London	20th-Fox

B

Title	Company
Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Bottle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Behind the Mask	Mono.
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie's Rendezvous	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brief Encounter	Univ.
Brute Man	Univ.
Burma Victory	WB
But Not Goodbye	MGM

C

Title	Company
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Chicago Kid	Rep.
Child of Divorce	RKO
China's Little Devils	Mono.
Cinderella Jones	WB
Claudia and David	20th-Fox
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Colorado Serenade	PRC
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Cowboy Canteen	Col.
Crack-Up	RKO
Crime Doctor's Warning	Col.
Crime in the Night	PRC
Crime of the Century	Rep.
Crime School	WB
Criminal Court	RKO
Cross My Heart	Para.
Crimson Canary	Univ.

D

Title	Company
Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Danger Street	Para.
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Alibi	Mono.
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devil's Mask	Col.
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me in	Rep.
Don't Gamble with Strangers	Mono.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Dressed to Kill	Univ.
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Title	Company
Earl Carroll's Sketchbook	Rep.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Escape Me Never	WB
Experiment Perilous	RKO

F

Title	Company
Fabulous Suzanne	Rep.
Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fandango	Univ.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Texan	Mono.
First Yank Into Tokyo	RKO
Flame of the West	Mono.
Flaming Bullets	PRC
Follow That Woman	Para.
Forever Amber	20th-Fox
Freddie Steps Out	Mono.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Title	Company
Gallant Journey	Col.
Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
Ghost Goes Wild	Rep.
Ghost Steps Out	Univ.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Title	Company
Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Home Sweet Homicide	20th-Fox
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do	PRC
Humoresque	WB

I

Title	Company
Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Fast Company	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Inside Job	Univ.
Inner Circle	Rep.
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Title	Company
Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Title	Company
Kelly Is My Name	Univ.
Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Title	Company
Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Lesson in Love	Univ.
Let 'Em Have It	Astor
Life With Blondie	Col.
Lighting Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Little Miss Big	Univ.
Little Mr. Jim	MGM
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Title	Company
Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man From Rainbow Valley	Rep.
Man Who Dared	Col.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Margie	20th-Fox
Marked Trails	Mono.
Marshall of Laredo	Rep.
Marshall of Rene	Rep.
Mask of Dijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Mr. Ace	UA
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Muggs Rides Again	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Pal Trigger	Rep.
My Reputation	WB
Mysterious Intruder	Col.

N

Title	Company
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentlemen	Univ.
Notorious Lone Wolf	Col.

O

Title	Company
Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open Verdict	WB
Oregon Trail	Rep.
O.S.S.	Para.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of the World	Para.
Over 21	Col.

P

Title	Company
Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Perils of Pauline	Para.
Phantom of the Desert	Col.
Phantom of the Plains	Rep.
Phantom Thief	Col.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Power of Attorney	Col.
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Title	Company
Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Red River Renegades	Rep.
Rendezvous 24	20th-Fox
Rendezvous With Annie	Rep.
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dan	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Rustlers of the Badlands	Col.

S

Title	Company
Saddle Serenade	Mono.
Sailor Takes a Wife	MGM
San Antonio (Tech.)	WB
Santa Fe Saddlemates	Rep.
Santa Fe Uprising	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Clue	Mono.
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Silver City Kid	Col.
Silver Fleet	PRC
Sinbad the Sailor	RKO
Sing Your Way Home	RKO
Sin of Harold Diddlebeck	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
Smooth As Silk	Univ.
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Springtime in Texas	Mono.
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Steppin' in Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Story of Jolson	Col.
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love of Martha Ivers	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Suddenly It's Spring	Para.
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Aster

T

Title	Company
Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Tenth Avenue Angel	MGM
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Threw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Good to Be True	Para.
Too Young to Know	WB
Town Went Wild	PRC
Trail of Kit Carson	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble Chasers	Mono.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Twisted Circle	Rep.
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Smart People	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Under Arizona Skies	Mono.
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Welcome Stranger	Para.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Reservations	RKO
Woman in Green	Univ.
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA
You Were There	MGM

Z

Title	Company
Ziegfeld Follies of 1946	MGM

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn That Texas Jamboree Walls Came Tumbling Down Phantom Thief	Pardon My Past Gilda Devil's Mask Man Who Dared	Story of Jolson Gallant Journey Power of Attorney
METRO	Hold High the Torch Up Goes Maisie Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Little Mr. Jim Two Smart People	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Last Chance Holiday in Mexico Green Years Three Wise Fools But Not Goodbye Faithful in My Fashion	Yearling, The Till the Clouds Roll By Fiesta You Were There The Show-Off A Woman of My Own Tenth Avenue Angel
MONO.	Black Market Babies Live Wires Red Dragon Joe Palooka, Champ Gay Cavalier	Strange Mr. Gregory Junior Prom Behind the Mask In Fast Company	Don't Gamble with Strangers Freddie Steps Out
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town Too Good to Be True	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The They Made Me a Criminal Strange Love of Martha Ivers Ladies Man California Searching Wind Perfect Marriage Danger Street	O.S.S. Perils of Pauline Suddenly It's Spring Welcome Stranger
PRC	Wife of Monte Cristo Devil Bat's Daughter	Once And For All Murder Is My Business Avalanche	Crime in the Night
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass Notorious Sister Kenny Crack-Up Double Trouble	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder Till the End of Time Without Reservations Step By Step	Desirable Woman A Likely Story Sinbad the Sailor Child of Divorce Criminal Court
REP.	Crime of the Century French Key Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile In Old Sacramento Glass Alibi Man From Rainbow Valley Inner Circle Ghost Goes Wild	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger	My Pal Trigger Twisted Circle Fabulous Suzanne Fabulous Suzanne Earl Carroll's Sketchbook Rendezvous With Annie
20th-FOX	Dragonwyck Centennial Summer Johnny Comes Flying Home Black Beauty Dark Corner Rendezvous 24 It Shouldn't Happen to a Dog	Smoky Wake Up and Dream Do You Love Me? Somewhere in the Night Strange Triangle Cluny Brown Shocking Miss Pilgrim Three Little Girl In Blue	Anna and the King of Siam Margie Claudia and David Deadline for Murder Forever Amber Home Sweet Homicide
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Duel In the Sun Sin of Harold Diddlebock Fanny by Gaslight	Strange Woman Mr. Ace Angel on My Shoulder
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl Smooth As Silk	Seventh Veil Wicked Lady Dressed to Kill Little Miss Big	Dead of Night Fandango Notorious Gentlemen Inside Job Lesson in Love
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo Beast With Five Fingers Two Guys From Milwaukee	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict Escape Me Never	Humoresque Sentence, The A Very Rich Man Ghost Steps Out Kelly Is My Name

NEW PICTURES STARTED LAST WEEK

Eleven pictures started at eight studios last week. A year ago last week five pictures went before the cameras. Last week's starters:

COLUMBIA

Power of Attorney—Principals: Forrest Tucker, Lynn Merrick, Gus Schilling. Director, D. Ross Lederman.

METRO-GOLDWYN-MAYER

Tenth Avenue Angel—Principals: Margaret O'Brien, George Murphy, Phyllis Thaxter. Director, Roy Rowland.

MONOGRAM

Freddie Steps Out—Principals: Freddie Stewart, June Preisser, Jackie Moran. Director, Arthur Dreifuss.

PARAMOUNT

Welcome Stranger—Principals: Bing Crosby, Barry Fitzgerald, Joan Caulfield. Director, Elliott Nugent.

RKO

Criminal Court—Principals: Tom Conway, Martha O'Driscoll, Robert Armstrong. Director, Robert Wise.

REPUBLIC

Earl Carroll's Sketchbook—Principals: Constance Moore, William Marshall, Edward Everett Horton. Director, Al Rogell.

Rendezvous With Annie—Principals: Eddie Albert, Faye Marlowe, Gail Patrick. Director, Allan Dwan.

20th CENTURY-FOX

Forever Amber (Color)—Principals: Peggy Cummins, Cornel Wilde, Vincent Price. Director, John M. Stahl.

Home Sweet Homicide—Principals: Peggy Ann Garner, Connie Marshall, Randolph Scott. Director, Lloyd Bacon.

UNIVERSAL

The Ghost Steps Out—Principals: Bud Abbott, Lou Costello, Marjorie Reynolds. Director, Charles Barton.

Kelly Is My Name—Principals: Phil Terry, Ann Savage, Allen Jenkins. Director, Will Jason.

TITLE CHANGES

"One Life Too Many" (Col.) now THE MAN WHO DARED.

SHORT Booking GUIDE

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES (20)

7404 A Bird in the Head..... 17 .....
7434 A Hit With a Miss.....Good ..... 16 .. 3/ 2/46
7432 A Miner Affair.....Poor ..... 18½..11/10/45
7403 Beer Barrel Polecats..... 17 .....
7436 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers..... 16½.....
7422 Dance, Dunce, Dance!...Funny ..... 18½..10/27/45
7433 High Blood Pleasure..... 19 .....
7425 Hiss and Yell..... 18 .....
7401 If a Body Meets a Body..... 18 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7437 Mr. Noisy ..... 16½.....
7435 Spook to Me.....Funny ..... 17 .. 3/ 2/46
7405 Uncivil War Birds..... 17 .....
7409 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17 .....

COLOR RHAPSODY (5)

7501 River Ribber ..... 6 .....

COMMUNITY SINGS (10)

5857 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Don Baker) Dream .....Fair ..... 10 .. 3/ 2/46
7654 No. 4 (Baker) Good, Good, Good .....Fair ..... 11 .. 2/23/46
7655 No. 5 (Leibert) No Can Do..... 10 .....
7656 No. 6 (Baker) That Feeling in the Moonlight..... 9 .....
7657 No. 7 (Leibert) Chickery Chick .....

FILM VODVIL (5)

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra .....Excellent ..... 11 .. 2/23/46
7954 Three Sets of Twins..... 10 .....

FLIPPY

7601 Catnipped .....Amusing ..... 7½.. 3/ 2/46

FOX & CROW

7751 Phoney Baloney ..... 7 .....

PANORAMICS

7902 Strange Hunger .....
7901 The Magic Stone..... 10 .....

PHANTASIES (4)

7701 Simple Siren ..... 6½... .

SCREEN SNAPSHOTS (10)

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) .....Interesting ..... 9 .. 2/23/46
7854 No. 4 (Hollywood Celebrations) .....Interesting ..... 9 .. 2/23/46
7855 No. 5 (Movie Stunt-men & Doubles)..... 9 .....
7856 No. 6 (Wendell Niles and Prindle)..... 9½.....
7857 No. 7 (Victory Show) .....

SPORT REELS (10)

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaid's Paradise .....Good ..... 9½.. 3/ 9/46
7805 Rasslin' Romeos ..... 9½.....
7806 Canine Champion .....

SERIALS (3)

7141 Hop Harrigan ..... 15 Chaps.
7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS (16)

W-731 Flirty Birdy ..... 7 .....
W-733 Quiet Please .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS (12)

7-714 Glimpses of Guatemala.....
T-713 Land of Mayas.....
T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS (4)

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES (10)

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-757 Fala at Hyde Park.....Interesting ..... 11 .. 1/26/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE (6)

K-774 Golden Hunch .....Excellent ..... 10 .. 2/ 9/46
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-776 Our Old Car.....Nostalgic ..... 10 .. 1/26/46
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE (6)

M-781 Strange Destiny .....Good ..... 10 .. 1/26/46
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS (8)

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper.....
U5-3 Olio for Jasper.....

LITTLE LULU (6)

D5-1 Man's Pest Friend.....Good ..... 8 .. 2/ 9/46
D5-2 Bargain Counter Attack.....

NOVELTOONS (6)

P5-1 Friendly Ghost .....Very Good .... 7½.. 2/23/46
P5-2 Cheese Burglar .....

MUSICAL PARADES (6)

FF5-1 Little Witch .....Very Good ..... 20 ..11/10/45
FF5-2 Naughty Nanette .....Entertaining ... 20 .. 2/16/46
FF5-3 College Queen.....

POPEYE (8)

E5-1 House Tricks .....
E5-2 Peep in the Deep.....
E5-3 Service With a Guile.....
E5-4 Klondike Casanova .....

POPULAR SCIENCE (6)

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 .....Interesting .... 10 .. 2/16/46
J5-3 No. 3 ..... 10 .....
J5-4 No. 4 .....

SPEAKING OF ANIMALS (6)

Y5-1 Animal-ology .....Very Funny .... 9 ..11/ 3/45
Y5-2 Hillbillies .....Very Good ..... 9 .. 2/23/46
Y5-3 In the Post-War Era.....
Y5-4 (Untitled) .....

SPORTLIGHTS (10)

R5-1 What a Picnic.....Interesting .... 9 ..10/18/45
R5-2 Paddle Your Own.....Good ..... 9 ..11/17/45
R5-3 Running the Team.....Good ..... 9 .. 2/23/46
R5-4 Good Dog .....
R5-5 Dixie Pointers .....
R5-6 Rhythm on Blades.....
R5-7 Testing the Experts.....
R5-8 (Untitled) .....

UNUSUAL OCCUPATIONS (6)

L5-1 No. 1 .....Interesting .... 10 .. 2/16/46
L5-2 No. 2 ..... 10 .....
L5-3 No. 3 ..... 10 .....
L5-4 No. 4 .....

RKO RADIO 1945-46

DISNEY CARTOONS (18)

64103 A Knight for a Day..... 7 .....
64101 Canine Patrol ..... 7 .....
63403 Trouble Or Nothing..... 16 .....
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY (6)

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....
63403 Trouble or Nothing.....Funny ..... 18 .. 2/16/46

FLICKER FLASHBACKS (7)

64201 No. 1 .....Funny ..... 7 ..11/17/45
64202 No. 2 .....Funny ..... 7 .. 1/26/46
64203 No. 3 .....Amusing ..... 7 .. 2/ 9/46
64204 No. 4 ..... 8 .....
64205 No. 5 ..... 7 .....

HEADLINER REVIVALS (4)

63201 The Derby Decade..... 22 .....
63202 Russian Dressing ..... 18 .....
63203 Twenty Girls and a Band..... 18 .....

LEON ERROL (6)

63701 Beware of Redheads..... 17 .....
63702 Maid Trouble .....Funny ..... 18 .. 2/23/46
63703 Oh, Professor Behave..... 18 .....

RAY WHITLEY WESTERN MUSICALS (4)

63501 Western Welcome ..... 18 .....
63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....
63504 Rhythm Wranglers ..... 19 .....

SPECIAL

671 The House I Live In....Excellent ..... 10 ..10/13/45

SPORTSCOPES (13)

64304 Arcaro Up .....Fair ..... 8 .. 2/ 9/46
64301 Athletic Items .....Good ..... 8 ..11/24/45
64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... Good ..... 8 .. 2/ 9/46
64307 Quarter Horses .....Good ..... 8 .. 3/ 9/46
64305 Ski Master ..... 8 .....
64306 Winning Basketball ..... 8 .....

THIS IS AMERICA (13)

63102 T. V. A.....Interesting .... 18 .. 1/26/46
63101 Airline to Everywhere....Excellent ..... 17 .. 1/ 5/46
63106 Great Lakes .....Excellent ..... 16 .. 2/16/46
63104 Report on Japan.....Interesting .... 19 .. 3/ 9/46

WAR ACTIVITIES

Here Come the Yanks....Interesting .... 10 ..10/13/44

20th CENTURY-FOX 1945-46

MOVIETONE ADVENTURE (10)

6260 Across the Great Divide.....
6258 Along the Rainbow Trail.....
6254 Bountiful Alaska ..... 8 .....
6259 Cradle of Liberty.....
6253 China Carries On.....
6256 Louisiana Springtime ..... 8 .....
6257 Lost Lake .....
6252 Magic of Youth.....
6251 Memories of Columbus.....
6255 Song of Sunshine..... 8 .....

SPORTS REVIEWS (6)

6353 Diving Dandies .....
6355 Golden Horse .....
6301 Pins and Cushions.....Interesting .... 8 .. 3/ 2/46
6351 Ski Aces .....Excellent ..... 8 .. 2/23/46
6352 Time Out For Play..... 8 .....
6354 Sea Sirens .....

TERRYTOONS (20)

6506 Bad Bill Bunion.....Funny ..... 7 .. 3/ 2/46
6517 Dinky Finds a Home..... 7 .....
6511 Fortune Hunters ..... 7 .....
6502 Fox & the Duck.....
6520 Golden Hen ..... 7 .....
6514 It's All in the Stars..... 7 .....
6518 Johnstown Flood ..... 7 .....
6501 Mighty Mouse in Gypsy Life ..... 6 .....
6506 Mighty Mouse Meets Bad Bill Bunion..... 7 .....
6508 Mighty Mouse in Krakatoa .....Amusing ..... 7 .. 3/ 9/46
6513 My Old Kentucky Home..... 7 .....
6519 Peace-Time Football ..... 7 .....
6503 Swooning the Swooners.....
6510 Svengali's Cat .....Amusing ..... 7 .. 3/ 2/46
6509 Talking Magpies .....Good ..... 7 ../3/ 9/46
6507 The Exterminator ..... 7 .....
6515 Throwing the Bull..... 7 .....
6516 Trojan Horse ..... 7 .....
6504 Watch Dog .....
6512 Wicked Wolf ..... 7 .....
6505 Who's Who in the Jungle. Good ..... 7 .. 3/2/46

MARCH OF TIME (13)

1 Palestine Problem .....Informative ... 17 .. 9/15/45
2 American Beauty .....Interesting .... 18 .....
3 18 Million Orphans .....Excellent ..... 17 ..11/ 3/45
4 Justice Comes to Germany .....Impressive .... 21 ..11/24/45
5 Challenge to Hollywood...Interesting .... 18 .. 1/ 5/46
6 Life With Baby.....Very Good .... 20 .. 2/ 2/46
7 Report on Greece.....Very Good .... 19 .. 3/ 2/46

UNIVERSAL 1945-46

NAME BAND MUSICALS (13)

1304 Cuban Madness .....
1301 Solid Senders .....Very Good ..... 15 ..11/24/45
1302 Hot and Heetie.....
1306 Melody Stampede .....Good ..... 15 .. 1/26/46
1381 Sing and Be Happy.....Very Good .... 10 .. 3/ 2/46
1307 Swing High, Swing Sweet.Entertaining .. 15 .. 3/ 2/46
1303 Syncho-Smooth Swing ...Good ..... 15 .. 2/23/46
1305 Tin Pan Alley Tempos...Fair ..... 15 .. 2/23/46

PERSON-ODDITY (15)

1361 Gabriel Heatter Reporting .....Interesting .... 9 ..11/17/45
1362 Hill-Billy Artist .....Interesting .... 9 ..10/27/45
1366 Maestros of the Comics..Interesting .... 9 .. 3/ 2/46
1363 Paper Magic .....Interesting .... 9 ..11/10/45
1364 Pottery Poets .....Good ..... 9 ..12/ 1/45
1365 Front Line Artists.....Good ..... 9 ..12/ 1/45

SERIALS (4)

Lost City of the Jungle.....
Royal Mounted Rides Again .....Actionful ..... 19 .. 1/19/46
Scarlet Horseman .....
Secret Agent X-9.....

TECHNICOLOR CARTOONS (13)

1322 Apple Andy .....Good ..... 7 .. 2/16/46
1323 Mousie Come Home.....
3118 The Poet and Peasant...Very Good .... 7 ..10/27/45
1321 Loose Nut .....
1322 Poet & Peasant..... 7 .....

VARIETY VIEW (15)

1342 Go North .....Very Good ..... 9 ..10/13/45
1364 Grave Laughter .....Amusing ..... 9 ..11/24/45
1344 Doctor of Paintings.....
1345 Jungle Capers .....Amusing ..... 9 .. 2/23/46
1341 Queer Birds .....Interesting .... 9 ..11/10/45

VITAPHONE-WARNER BROS. 1945-46

BLUE RIBBON CARTOONS (13)

2303 The Good Egg.....
2305 Little Lion Hunter.....
2302 Lyin' Mouse .....
2301 Sunbonnet Blue ..... 7 .....
2304 Trial of Mr. Wolf.....

FEATURETTES (6)

(2101 Barbershop Ballads .....Fair ..... 20 .. 8/25/45
2102 Star in the Night.....Outstanding ... 20 ..10/27/45
2103 All Star Musical Revue..Entertaining ... 20 ..12/ 1/45
2104 Good Old Corn.....Good ..... 20 ..12/ 1/45
2106 Hitler Lives? .....Excellent ..... 20 .. 1/ 5/46
2105 Musical Shipmates .....

MELODY MASTERS (10)

2601 Spade Cooley, King of Western Swing.....Excellent ..... 10 .. 8/25/45
2605 Headline Bands .....Very Good ..... 10 .. 3/ 2/46
2602 Here Comes the Navy Bands .....Fair ..... 10 ..10/13/45
2606 Jan Savitt & His Band.....
2603 Musical Novelties .....Fair ..... 10 ..11/17/45
2604 Music of the Americas...Good ..... 10 ..12/ 1/45

SPECIAL

2901 The Nine Hundred.....Outdated ..... 10 ..10/27/45

SPORTS PARADE (13)

1512 Days of '76 .....Interesting .... 10 .. 3/ 2/46
1513 Cavalcade of Archery.....Good ..... 10 .. 3/ 2/46
2501 Sports Go to War.....Outdated ..... 10 ..10/13/45
2502 Holiday on Horseback.....
2503 Michigan Ski-Daddle .....
2505 Snow Eagles .....
2504 With Rod & Gun in Canada .....

TECHNICOLOR ADVENTURES (6)

2801 Fashions for Tomorrow..... 10 .....
2802 In Old Santa Fe.....
2803 All Aboard .....

TECHNICOLOR SPECIALS (8)

2001	Frontier Days	Good	20		
2002	Forest Commandos	Excellent	20	3	9 46
2003	Movieland Magic				

VITAPHONE VARIETIES (6)

2401	Alice in Jungleland	Interesting	10	11	17 45
2402	Miracle Makers		10		
2405	Peeks at Hollywood	Interesting	10	3	2 46
2404	So You Think You're Allergic	Fair	10	1	19 46
2403	Story of a Dog	Interesting	10	8	25 45

ADVANCE DOPE

THE BAMBOO BLONDE (RKO) **Comedy-Drama. Principals:** Frances Langford, Jane Greer, Russell Wade. **Director,** Anthony Mann. **Plot:** The Skipper of a B-29 bomber meets a night-club singer on the night before he takes off for the Pacific. His crew christen her "The Bamboo Blonde," paint her picture on the bomber and name the ship for her. The bomber climbs to fame with its exploits and the girl rises to a top spot on Broadway, helped by the publicity. Their romance travels a rocky road when a wealthy deb decides to win the Skipper for herself, but all problems are finally solved, with the flier and the singer reunited.

IN FAST COMPANY (Mono.) **Drama. Principals:** Leo Gorcey, Huntz Hall, Billy Benedict. **Director,** Del Lord. **Plot:** The Bowery Boys get mixed up in a cab war between a big tycoon and a small owner. The Boys take over the small company's cabs when its driver is injured in an accident engineered by the manager of the big company. They manage to get to the owner and convince him of his manager's gangster methods. The affair ends when the manager and his men are taken to jail.

A LIKELY STORY (RKO) **Drama. Principals:** Bill Williams, Barbara Hale. **Director,** H. C. Potter. **Plot:** A girl, a veteran, a gangster and an insurance agent meet on a train. Knocked out by a falling package, the veteran arrives via ambulance. In the hospital he overhears a diagnosis of heart trouble and two weeks to live, thinks it applies to him, and attempts suicide. The girl saves him. He lets the gangster take out a $50,000 insurance policy on his anticipated short life. The truth comes out and the veteran and the girl discover they are in love.

THE INVISIBLE INFORMER (Rep.) **Mystery. Principals:** Linda Stirling, William Henry, Adele Mara. **Director,** Philip Ford. **Plot:** A detective agency takes over a large emerald theft case. The jewels belonged to an aristocratic Southern family, now nearly destitute, and the agency believes the robbery was faked by the family to get insurance money. Investigators uncover hatred, unrest and murder in the impoverished family, and eventually come up with a solution to the mystery, and the jewels as well.

CHILD OF DIVORCE (RKO) **Drama. Principals:** Sharyn Moffett, Regis Toomey, Madge Meredith. **Director,** Richard Fleischer. **Plot:** A little girl, devoted to her father, sees her mother kissing a strange man. The mother confesses her affair and breaks up the home. The girl lives for eight unhappy months with the mother, then goes joyfully to her father but is crushed to learn that he will marry again. She gets sick and is sent to a boarding school where, hardened and lonely, she prepares to live among her girl friends.

LADY LUCK (RKO) **Comedy-Drama. Principals:** Robert Young, Barbara Hale, Frank Morgan. **Director,** Edwin L. Marin. **Plot:** A lovely young girl, whose heritage has made her the sworn enemy of all gambling, marries a professional gambler who promises to reform. Complications arise when she finds her bridegroom at a gambling table, locks him out of the honeymoon suite and applies for divorce. The husband's pals take a hand in the matter and convert her into an avid gambler, but the efforts of her husband and a clever trick of her gambling grandfather bring her back to normal and the arms of her estranged bridegroom.

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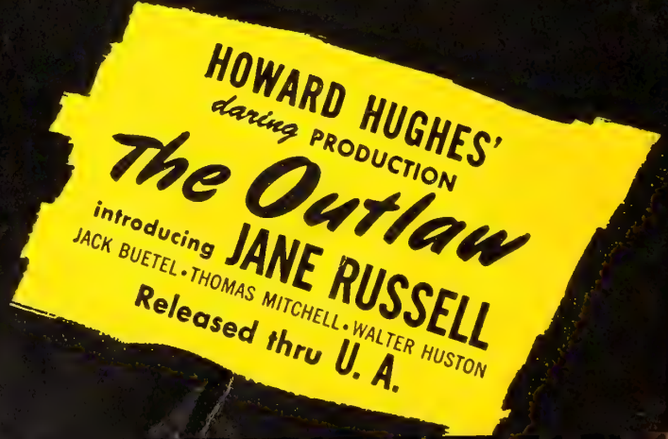
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The Outlaw

has broken every boxoffice record ever made by any U. A. picture at Loew's, Richmond, Virginia!



SHOWMEN'S TRADE REVIEW

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THE SERVICE PAPER OF THE MOTION PICTURE INDUSTRY

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MARCH 23, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



W. F. ('Bill') Crockett (See Page 8)

M-G-M's
"ADVENTURE"

M-G-M's TECHNICOLOR
"ZIEGFELD
FOLLIES
OF 1946"



LET US REACH HIGH TOGETHER!



When you look behind the phenomenal grosses and extended runs on M-G-M's "ADVENTURE" you will find a thrilling message. When you hear how our customers are preparing for M-G-M's "ZIEGFELD FOLLIES of 1946" there is only one exciting conclusion.

(continued)

(*continued*)

The showmen of America have given M-G-M a clear mandate. Here's what they're saying:

"Reach for the starry heights, with your multi-million dollar magic! The sky's the limit M-G-M! It's your Big Ones that make our industry GREAT!"

Thank you Friendly customers!

Your campaign in behalf of our Big Ones, your extra shows and record-breaking playing time is your vote of confidence.

Following "ADVENTURE" we place in your expert showmanship hands "ZIEGFELD FOLLIES of 1946." These are two of the greatest audience attractions we have ever offered in one season.

Thanks to your loyal cooperation we are privileged to make pictures of that calibre.

Let's reach high together. There's no ceiling to our mutual opportunity!

Of all U.A
ever released
approached the
The O
in its first five

* Richmond, Norfolk, Atlant

pictures

none has ever

grosses set by

utlaw

engagements*!

alt Lake City and Chicago

IT COULDN'T BE SWELLA! THE STORY OF A FELLA WHO FELL FOR

CINDERELLA JONES



with SINGING! with DANCING! with such ROMANCING!



Those rapturous two from "Rhapsody in Blue"

JOAN LESLIE · ROBERT ALDA

and S. Z. SAKALL



EDWARD EVERETT HORTON–JULIE BISHOP–WILLIAM PRINCE

Screen Play by Charles Hoffman • From a Story by Philip Wylie

Directed by BUSBY BERKELEY Produced by ALEX GOTTLIEB

Warner Picture

EDITORIAL PAGE

Next Week... St. Louis

Many eyes will be turned in the direction of St. Louis on April 1st and 2nd when the first convention of the TAC takes place.

There is, in our opinion, a genuine and even an urgent need for a national organization of this kind. One that will deal with the legislative, and similar matters of concern to all exhibitors.

There are many who predict that if the original and basic reasons for TAC show promise and progress, the new organization may get into other exhibitor problems, too. This would be natural growth.

In the final analysis it is not a matter of what they do but, how they do it. Results are what the members of any exhibitor group are entitled to and what they expect.

The TAC has everything in its favor including the blessings of hundreds of independent exhibitors. If it fails to show the action and results expected it will have to be charged off as just another noble experiment.

For our part, we believe it will do a great job and we wish it and its proponents and supporters every success in their unselfish attempt to give the exhibitors of this country the best organization it ever had.

▲ ▲ ▲

The 16-mm. Question

There has been a rising crescendo of inquiries regarding the so-called threat or invasion of the industry by the 16-mm. film.

Truthfully, we have spent endless time and energy trying to delve into the possibilities and potentialities of this as a genuine threat to the established motion picture exhibitor, but we must confess we haven't found it yet.

Home exhibition of 16-mm. motion pictures will always be a hobby and a pastime, although many of our acquaintance seem to tire of them after a few months and their projectors are stored away in the back of the closet.

Control of major product will always be the chief factor that will act as a deterrent to outsiders with ambitions of putting on local shows at a paid admission price. If all these can offer is short subjects and advertising reels, your customers will hardly make it a practice of patronizing them as a steady diet.

There will always be the occasional school shows or church shows. But here again if they cannot get anything better than old features and shorts, they won't be able to make any inroads into your box-office receipts.

The chief menace, if you want to call it that, is not a new one born of the 16-mm. threat. It is the old fly-by-nighters who hire the local hall or auditorium and put on a sex picture or anything else that will bring the suckers in to pay an admission.

Your chief threat is not 16 mm. (indeed this narrow-gauge film might well prove an important adjunct to the commercial theatre operations of established exhibitors who by means of it may set up shop in outlying districts for occasional shows.) The real threat is from the alert and progressive showmen in your own field.

▲ ▲ ▲

Stepping Out

The new PRC outfit is showing a flair for showmanship of the go-get-'em type which is always a joy to behold if you are a showman yourself. So far as the studio output is concerned, PRC is stepping out, as evidenced by the latest picture to come out of the company's Hollywood plant. This is "The Wife of Monte Cristo," which begins with a good title and receives some smart drum-beating by the distribution forces headed by Harry Thomas.

PRC did not take any chances that the trade in the East might overlook the stepped-up production values the company has given "The Wife of Monte Cristo." Thomas and his home office sales and advertising executives put on a party that was gilt-edge in every respect this week in New York and in so doing gave added emphasis to the fact that with its newer product PRC is really stepping out.

▲ ▲ ▲

Personality Plus

United Artists—we are not at all surprised to see by the papers—will renew its contract with Grad Sears as vice-president in charge of world-wide distribution. This business of ours is most certainly a personality game, so to say, and as an observer of people in picture business we, along with others by the thousands, naturally look upon Grad Sears as one of the persons who, in his individual makeup as well as his business ability and methods, is Personality-Plus.

—"CHICK" LEWIS

NATIONAL NEWSREEL

Mail Film Deliveries a Break for Theatres

Film Handlers Strike in Detroit Had Darkened 61 Neighborhood Operations

Detroit's 61 neighborhood theatres were scheduled to reopen this week as film—shut off by a jurisdictional exchange fight between two AFL unions—began to move in rapidly by mail from exchanges outside the strike-locked area.

Earl Hudson, president of the United Detroit Theatres believed that the situation was in hand and said that the possibility of any more of Michigan's 700 theatres having to close was remote.

The bulk of the film now serving the houses reportedly is being flown by Chicago. Initially this plan ran into a jam when First Assistant Postmaster General Jesse M. Donaldson had ruled that the postoffice should not deliver the film because it would place the government in a position of taking sides in a labor dispute.

Donaldson's ruling caused some 200 reels of film to pile up in the Detroit postoffice until postal authorities in Washington reversed him and freed the film.

The strike broke out among Detroit's 130 film handlers when IATSE Local B25 called its employes out to enforce wage demands in part but principally to forestall an effort which B25 officials said was being made by Teamsters' Union Local 299 to absorb their union.

Both unions belong to the American Federation of Labor and B25 has represented the workers since the organization of back room employes.

Picket lines were thrown around the exchanges and offices of distributing companies, disrupting service and practically forcing a shut down in film row as far as active business was concerned.

As the strike continued, the picket lines were extended to downtown first run houses with pickets taking up their positions before the Downtown, Park and Adams Theatres. The neighborhood houses had been forced to shut down.

An appeal to the American Federation of Labor to straighten out the jurisdictional fight was thought to have been made by interested citizens and a reported attempt at mediation of the difficulty was thought to be under way.

(In New York Thursday, informed labor sources said that the strike in Detroit was unauthorized and that the teamsters' union would probably withdraw from the controversy.)

The Labor Situation This Week . . .

Detroit's backroom employe strike, which threatened to darken Michigan's 700 theatres, seemed slowing down as theatres received film by mail. The situation, however, still had ominous possibilities.

Motion Picture Association Vice-President Byron Price announced a plan for arbitration on all future jurisdictional disputes between AFL unions. It would submit any disagreements to discussion and bar strikes while the discussions are in effect.

New York White Collar CIO workers in home office front rooms agreed to ask for either $10 pay raises or $35 minimums in their discussions for new contracts.

Mediation in the New York RKO theatre managers controversy ended in failure. The union had previously authorized a strike call but had not set the date.

Pat Casey, chairman of the Producers' Labor Committee for 25 years will be succeeded by George Keller, former representatives of the Maritime Labor Committee when Casey's resignation takes effect.

Hollywood producers will start new contract discussions with the American Federation of Musicians on April 9.

Arbitration Plan for Jurisdictional Clashes

Byron Price this week announced from Hollywood that a tentative plan which would submit all jurisdictional labor disputes to arbitration and would prevent strikes during the period that arbitrators were studying the matter, had been worked out by the Motion Picture Association of America and representatives of the AFL unions on the coast.

The plan which has been turned over to the unions for further study will affect only jurisdictional disputes within the AFL. It will not cover disputes over wages, working conditions or other controversial subjects.

It calls for, in brief:

An agreement for a period of years (5 years was recommended).

A board consisting of one representative of all AFL unions in the studios.

An impartial referee hired by the unions.

Submission of all jurisdictional claims to the board. If that body is unable to reach a decision within 24 hours after a hearing is held, then the matter goes to the impartial arbiter.

No strikes or other work stoppage to be called while the matter is under arbitration.

Price was quoted as saying that the plan was a straight-forward approach to the jurisdictional problem and that in his discussion he had found union leaders in agreement that some sort of system had to be worked out to take care of jurisdictional issues.

Mediation Efforts Fail in RKO-Managers' Issue

Efforts of the New York State Mediation Board to settle the controversy between New York Theatres and the Motion Picture Theatre Operating Managers and Assistant Managers' Guild broke down during midweek as RKO reportedly persisted in its stand that it would not recognize conditions which the union says had been granted by the National Labor Relations Board.

Failure of mediation leaves the next move to the union, which has empowered its officials to call a strike. However at a late hour this week, no call had been issued. The union wants a 48-hour week, with salaries of $85 to $140 a week for managers and $40 to $75 a week for assistant managers.

Picket Theatre to Force Employment of Negroes

What were said to be San Diego Communists added a new twist to exhibitor problems and picketing this week as they picketed the Victory Theatre with a demand that Owner Leo Hamacher employ Negroes. Hamacher refused to "fire somebody to hire someone else."

The Victory's neighborhood is heavily populated by Negroes and Mexicans, and other establishments have been compelled to replace white employes with Negroes. Exhibitors fear the move may spread.

White Collar Workers Seek Minimum of $35 Per Week

New York's CIO White Collar workers who have the contract with the majors home offices for clerical help this week adopted 12 proposals which they will seek to have incorporated in their new contracts which will soon be negotiated.

They cover:

Pay raises of $10 a week or a minimum salary of $35 weekly; vacations, progressive raises after periods of services; non-discrimination.

Musicians-Studio Meet April 9

Talks for new contracts between the American Federation of Musicians and Hollywood producer's Representative George Keller, will start April 9 it was announced in New York this week.

W. F. ('Bill') Crockett

(The Man on the Cover)

The man behind the pen (or the typewriter) which inscribed the first draft of the proposed Theatre Activities Committee constitution to be presented at the organizational meeting of that movement in St. Louis on April 1-2. Showman Bill Crockett (baptized William Franklin Crockett) came into the theatre as an usher at the Norfolk, Va., Royal when he was 15. Later he went into the lumber business, got out of that to serve with the 20th Engineers in France during World War I for 18 months an dthen returned to become a lumberman once more. But the urge to return to show business was strong and once back in Virginia Beach, Va., he built the Roland Theatre in 1925, the Bayne Theatre in 1930 and consolidated with D. Pender in 1932 to form the Bayne Roland Corporation

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NATIONAL NEWSREEL

Won't Censor School Films But Beer Parlors Beware

It's not the school kids' morals or good taste this time. It's the patrons of livelier places who might have their fine senses shocked if they saw the wrong thing.

Anyway, it was something of a relief in Detroit educational circles this week when the Police Department took time out of its incidental duties of traffic direction and crime control to say no, a thousand times no, that it did not intend to use its new authority of censorship over 16 mm. films to invade the classroom.

According to this information, action will be taken against dime in the slot movies, which like the juke box, seem to inhabit bistros and certain other popular and equally old establishments known to the history of all nations. And while the patrons of such establishments may not be made to blush by having the bumps thrown at them or take offense at a song of biological intent, children in the school room will not be prohibited from learning how and why Miss Positive Electron has such an attraction for Mr. Negative Electron. No more of this bird and bees and flowers business.

St. Louis MPTO Watches 16-mm. for Competition

Decision to watch the 16 mm. field carefully for possible competition through reissue of past-played product in that medium to educational institutions was agreed upon in St. Louis this week by the Motion Picture Theatre Owners of St. Louis, eastern Missouri and southern Illinois.

The exhibitors acted after it was reported that Washington University of St. Louis was offering a season of such shows at 10 cents a show.

The MPTO also voted to send letters to its members advising them to attend the Theatre Activities Committee organization meet as personal observers to decide whether they wish to join as individuals. The MPTO as a body could not join TAC, the board decided.

Deny Motion to Alter Schine Divesture Rule

U. S. District Court Judge John Knight this week denied that motions to alter his decision in the Schine Theatres suit which orders the circuit to divest itself of houses in areas where at present it has no competition. Judge Knight did allow some amendments to his opinion which do not affect the case in particular. Schine is understood to be preparing an appeal to the U. S. Supreme Court.

Consent in Brunet Case

Rene J. Brunet, operating the Imperial Theatre in New Orleans and 20th Century-Fox this week entered a consent decree in a recently filed arbitration case whereby Brunet will get 1946 and 1947 product 115 days after first downtown run. Past clearance had been 180 days and higher.

Smith Bans 'Game'

Atlanta city censor Christine Smith, who made the news with her ban on "Scarlet Street," was at it again this week, banning RKO's "Game of Death." Her decision was backed by the trustees of the Carnegie Library.

Friendly Appointment

Dan Friendly this week was appointed head of RKO's stage show department, RKO General Manager Sol A. Schwartz announced.

Boom On, But Turkey's Still Turkey

If it's a turkey it doesn't stay in the straw very long take the word from showmen on that.

Strangest result of a check on the motion picture business, its volume, its likes and dislikes, conducted by correspondents of the SHOWMEN'S TRADE REVIEW in all key centers, reveals that while audiences jam theatres and at present are offering a seating problem, they seem to have become more discriminating in what they want to see.

They do not, the survey shows, go to the movies just to be going to the movies, but they go when there is a picture they wish to see. A bad film today will fail just as badly at the box-office as it did in the past, the sum total of the reports show. It's only the better product which is getting the big returns, and since releases within the past 75 days have tended toward strong box-office they have gotten strong results.

Another trend which showmen claim to have noticed is an absence of trends in audience taste. Any picture that offers entertainment is well received and while westerns together with the chill and chatter dramas continue to have their special audience, motion picture audiences generally will turn out for pictures as widely separated as "The Lost Week End" and "The Harvey Girls."

United Exhibitor Front Missing As Hope For U. S. Tax Repeal Fades

Organized national exhibitor effort to persuade Congress to repeal the 20 per cent admission tax which last year brought approximately $384,000,000 into the Treasury, was conspicuously absent from the Washington scene this week as members of both Houses seemed to regard retention of the levy a foregone conclusion.

Informed sources said that not only would the Department of Internal Revenue oppose any further cuts in tax appropriations on the ground that all possible income was needed for a sound Treasury operation, but that legislators were inclined to look upon the admissions tax as one laid upon pleasure and one that could easily be paid by the public.

Representative Robert L. Doughton (D., N. C.), chairman of the influential House Ways and Means Committee, declared that in his opinion no action to eliminate or reduce the theatre tax would be considered by his group.

"Certainly," Doughton said, "no reduction can be made in pleasure taxes considering the poor shape of the Treasury. . . People who think that there is a chance for a rapid reduction of the excise tax are on uncertain ground."

He added that the government needed every cent of revenue it could get.

Doughton's view on retention of the tax, echoed by other Congressmen, seemed to be re-echoed by the exhibitors if their actions spoke louder than their words. Outside of Allied States, no active organization for repeal has been noticed on Capitol Hill. Allied is fighting for abolition of the tax but observers point out that a successful tax-repeal movement today has to line up an industry solidly behind it.

Declaring that last year the levy brought some $384,000,000 from the box-offices of the country to the Treasury, one observer said he thought the tax deserved a much stiffer fight than it got.

"Last year's foreign market only brought in about $70,000,000, (which is less than one-fifth of the amount taken out of the domestic market by the tax) and yet the industry is apparently bending every effort to expand that market—an increasingly hard job since foreign production is steadily going much stronger.

"That admission tax is actually taking money out of the box-office either in keeping admissions down where they should be a bit higher or in reducing the audience's purchasing power for more films. Of course the exhibitors in the main may be actuated by patriotic motives in not wishing to fight a tax when the country needs the money. They may be a bit embarrassed to ask for a tax repeal when most situations are making money. But it is still a big sum to pay in taxes and deserves some sort of united front."

'Ghost' Theatres?

A warning that reckless construction of theatres after lifting of building restrictions might result in "Ghost" theatres without patrons was voiced in Indianapolis this week by the Associated Theatre Owners of Indiana weekly bulletin, which reminds readers that after the 1929 crash many of the largest theatres of Indiana went into receivership.

It also warns exhibitors to enforce the state "no smoking" law which it says is now being violated.

Paramount Announces 23 For Remainder of '46

Twenty-three pictures, said to be the most complete long range release schedule in Paramount's history, were announced for the remainder of 1946 in Hollywood this week by Distribution Vice-President Charles M. Reagan and Studio Operations Vice-President Henry Ginsberg.

The 23 pictures: "Road to Utopia," "Kitty," "The Virginian" (Technicolor), "The Blue Dahlia," "They Made Me a Killer," "The Well Groomed Bride," "The Bride Wore Boots," "Our Hearts Were Growing Up," "Hot Cargo," "To Each His Own," "O.S.S.," "The Searching Wind," "Swamp Fire," "The Strange Love of Martha Ivers," "Monsieur Beaucaire," "Blue Skies" (Technicolor), "Cross My Heart," "The Perfect Marriage," "Big Town," "Two Years Before the Mast," "Ladies' Man," "The Trouble with Women" and "Welcome Stranger."

Anti-Daylight Time Voters May Seek Referendum

Daylight Saving Time opponents in St. Louis were reportedly mulling over plans this week to take the question of advancing the clocks to the people by way of a referendum.

The ordinance passed the necessary authority and the new time will go into effect April 28 until the last Sunday in September.

At Belleville, Ill., the city council also voted to adopt the same time schedule as St. Louis and in DuQuoin, Ill., the Chamber of Commerce sent a resolution to Governor Dwight Green and Mayor Arthur F. Angel recommending the changed time.

NATIONAL NEWSREEL

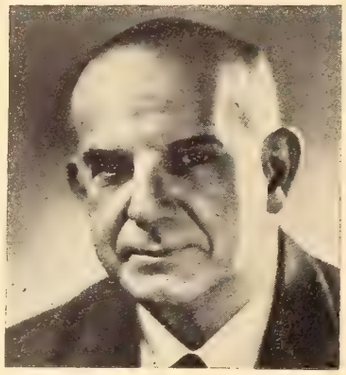
PLANS **MERCY** **WORLD TRADE** **JACKPOT**



Paul Raibourn



Charles M. Reagan



Herbert J. Yates, Sr.



Samuel Goldwyn

Finance-wise Paramount Comptroller RAIBOURN this week went into the company's vice-presidency in charge of the budget and planning, while another Paramount executive, REAGAN assumed chairmanship of a National Committee for Distribution which will in the future handle all the industry mercy movements, starting off with the cancer drive Easter Sunday; Republic President YATES this week closed a pact with Sir Alexander Korda whereby British Lion will continue distribution of Republic product in Great Britain; Hit-Man GOLDWYN has included himself in what looks like a box-office jackpot with Danny Kaye's latest laugh-getter, "The Kid From Brooklyn," according to New York showmen who saw the picture at a trade screening this week at the Astor Theatre.

THE PERSONAL SLANT

Five Paramount employes are scheduled to take part in the photographic work connected with "Operation Crossroads," the Pacific atom bomb test to take place in May. Four of the five—Sound Mixer Gene Garvin, and Film Editors Thomas Scott, Floyd Knudtson, Stanley Johnson, have been granted leave of absence at the request of the government. The fifth, Sanford Greenwald, a former lieutenant colonel in charge of a combat camera crew with the Ninth Air Force in Africa and Europe, will join the newsreel pool.

MGM home office executives were coming and going again this week with Eastern Sales Manager E. K. O'Shea in Hot Springs, Ark., for a vacation and Exhibitor Relations Head H. M. Richey back from one at Ft. Lauderdale, Fla.

Paul Raibourn, president of Television Productions, Inc., and Paramount's economic advisor, has stepped into the post of Paramount budget and planning vice-president. Comptroller Fred Mohrhardt was recently elected to the office of Treasurer to succeed the late Walter B. Cokell.

Film Classics Vice-President and Eastern Sales Manager Irving Wormser is journeying through the midwest for block releases on "Adventures of Marco Polo," "These Three," "Condemned to Devil's Island," "Beloved Enemy" and "Come and Get It."

Stanley F. Hode has been named assistant to D. John Phillips, publicity manager for Paramount shorts and News.

Al Selig, veteran press agent, has been named to succeed Dave Bader as 20th-Fox trade press contact.

United Artist Distribution Vice-President Grad Sears left for London to discuss distribution of J. Arthur Rank's "Caeser and Cleopatra" in the states and distribution of Selznick's "Spellbound" and "Duel in the Sun" in the United Kingdom.

MGM returnees for the week were Chief Exploiteer William R. Ferguson who spent two weeks in Miami's sun; Vice-President and General Counsel J. Robert Rubin who went to Phonix, Ariz., and to the studios at Culver City and Tyree Dillard, Jr., who spent two weeks out at the studios. Leaving this week was Ad Manager Silas F. Seadler, who was on his way to the coast by plane.

United States Pictures President Joseph Bernhard, whose company is making "Cloak and Dagger" for Warner release, was due in New York this week for home office conferences.

Harvey Day, Sr., this week succeeded Archie Levey as eastern sales manager of Jules Levy productions. Day had been general sales manager of "Terrytoons."

Cresson Smith this week was appointed personal representative to RKO Foreign Operations Vice-President Phil Reiseman.

Renew Sears Contract

A new five year contract continuing the services of Gradwell L. Sears as United Artists vice-president and general manager for worldwide distribution will go before the United Artist directors Monday (25) for ratification. The contract was concluded between Sears and UA President Edward C. Raftery late this week.

Man Bites Dog

A dog biting a man is no longer news. But when 48 grade school kids come to the defense of their censor as they did in Peabody Grade School this week in a letter thanking Memphis Censor Chairman Lloyd T. Binford for protecting them against the bad influences of crime pictures . . . well . . . that's . . . you figure it out.

Binford, who has been under the editorial fire of both the Commercial Appeal and the Press Scimitar, recently suggested unofficially that the Lena Horne sequences of "Ziegfeld Follies of 1946" be deleted. He had previously taken the same "unofficial action" against some Rochester scenes in "The Sailor Takes a Wife."

Acquires Full Ownership Of Western Mass. Chain

Samuel Goldstein this week became the sole owner of all Class A stock in the Western Massachusetts Theatres, New England chain with houses in 9 centers, by purchasing the interest of Nathan E. Goldstein, who is retiring from the corporation.

Goldstein, who started his working career as a 50-cent a day copy boy for a newspaper, entered show business by introducing the first silent pictures in the area his theatres now occupy. No changes of personnel were reported contemplated, Goldstein announced, and Harry Smith would remain as circuit manager.

Nathan Goldstein, who sold his theatre interests, bought out Sam Goldstein's share of the Springfield real estate corporation both had owned together.

Western Massachusetts operates in Holyoke, Chicopee, Westfield, Norhtampton, Greenfield, North Adams, Pittsfield, Springfield and Battleboro.

Wehrenberg and Ansell Hosts for TAC Meet

Fred Wehrenberg of Wehrenberg Theatres and Louis K. Ansell of Ansell Bros., will serve as co-chairmen of the host committee for the organization meeting of the Theatre Activities Committee in St. Louis on April 1-2, Convention Committee Chairman Harry C. Arthur, Jr., announced this week.

Others in the host group are: Martin Burnett, Loew's; Fred Souttar, Fox Midwest; Sam Shuchart and Sam Levin of Levin Shuchart; Sam Komm, Komm Theatres; Tommy James, Comet Theatre; Izzy Weinschank, Publix-Great States; Joseph C. Ansell, Ansell Bros.; James H. Arthur, Harry C. Arthur III, Albert Stetson, M. L. Plessner—all of Fanchon and Marco.

J. H. Cooper Services Held in Gotham

Funeral services for J. H. Cooper, 57 year old Oklahoma and Colorado exhibitor who died in a New York hotel this week, were held Friday at the Riverside Chapel. Cooper had figured in the news recently as a series of suits and counter suits were filed by him against Paramount and by Paramount against him.



"A New Star

.....With A Seductive Charm That Will Knock Audiences For A Loop."
—*N. Y. Daily News*

CRITICS HAIL A GREAT NEW PARAMOUNT STAR . . .

Joan Caulfield

AT WORLD PREMIERE OF "MISS SUSIE SLAGLE'S"



- "She illumines the screen with the bright glow of a first magnitude star!"—*N. Y. Daily News*
- "A brilliant young actress comes to the screen . . . She is very good indeed!"—*Herald Trib.*
- "Joan Caulfield shows rare promise."—*N. Y. Mirror*
- "Joan Caulfield is charming."—*N. Y. Sun*
- "She is going to be a welcome addition to the younger star field."—*N. Y. Post*
- "Miss Caulfield makes a faultless debut . . . as a bright Hollywood star."—*Brooklyn Eagle*

A SOLID HIT IN HER FIRST SCREEN ROLE . . .



Picked by "LOOK" as Best New-Screen-Star Bet "For Big-Time Entertainment in 1946"

. . . AND WHAT A FUTURE SHE HAS!



Co-starring with BING CROSBY in "BLUE SKIES"



Co-starring with BOB HOPE in "MONSIEUR BEAUCAIRE"

. . . AND SHE'LL BE THE TALK OF YOUR TOWN IN



THIS BRILLIANT WINNER OF THE PARENTS' MAGAZINE MEDAL—A GREAT BOOK FILMED IN THE FINE TRADITION OF "GOING MY WAY,"

BY Paramount!



VERONICA LAKE

SONNY TUFTS · JOAN CAULFIELD

in

"Miss SUSIE SLAGLE'S"

with

Billy DeWolfe · Ray Collins · Bill Edwards

Pat Phelan · Renny McEvoy

and

LILLIAN GISH

Directed by JOHN BERRY

Screenplay by Anne Froelick and Hugo Butler · Additional Dialogue by Theodore Strauss

Adaptation by Anne Froelick and Adrian Scott from a Novel by Augusta Tucker

PROUDLY PROMOTED BY PARAMOUNT

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NATIONAL NEWSREEL

Italy Seeks World Mart As U. S. Bids for Quota

Italy succeeded in turning out 54 films since June, 1944, despite the difficulties attending motion picture production in that nation, and is now making a bid for a foreign market, especially in France, according to dispatches received in New York this week.

The Italian move to get into the French market was thought to be held up slightly because the French were said to be demanding the right to ship 50 films into Italy on a reciprocal deal and Italians now are trying to keep foreign imports down so as to give the native production industry a chance.

While the Italians were dickering with the French, American producers were said to be continuing their talks on a reciprocal deal which would allow American product to enter Italy.

The New York *Times* reported that the Italian newspaper *Globo* had declared that an agreement thought to have been reached with the Americans which would allow each of the participating firms to import 16 pictures a year had been rejected by the home offices in New York as too low. The companies involved were said to be MGM, Paramount, United Artists, Warner Bros., RKO, Columbia, Universal, United Artists and 20th Century-Fox. *Globo* further said that the conferences therefore would have to be resumed.

(In New York, a representative of the Johnston office would not amplify on the situation and refused to comment beyond saying that the matter "is a subject of discussion."

It could not be learned either whether the original discussion was centered around allowing each of the companies a yearly import of 16 pictures into Italy regardless of the size of the company's output, and whether if this were so, it was not one of the stumbling blocks to final approval.)

Won't Stop U. S. Films For Exchange Reasons

Declaring that he did not see "why the pleasures of the people should be interfered with," Exchequer Chancellor Hugh Dalton told the House of Commons in London this week that he did not plan to stop American motion picture imports.

Dalton's statement came as an answer to a question of whether the payment of film rentals to the United States was not further tightening Britain's already difficult exchange position. He had told the House that these rentals for the period of September, 1939 to Jan. 31, 1946, averaged $330,400,000. Dalton's remarks applied only to possible banning or cutting of American product on the trade balance basis between the nations. It has nothing to do with contemplated moves to increase playing time of British independent product.

Laudy Lawrence Heads New U. S. Korda Unit

London Film Productions, Inc., Sir Alexander Korda's newly formed organization to represent his interests in America, will open offices under President Laudy Lawrence in the Empire State Building on April 1, it was announced this week.

The company will handle not only arrangements for distribution of Korda and affiliated product but will also arrange star package deals and engage other production talent for Korda's London studios.

Directors of the new company are: Korda, chairman of the board; Arnold Grant, general counsel; Morris Helprin, American production executive, and Lawrence, former MGM European head, president.

Assail Demon Rum in Movies

Use of liquor in motion pictures was criticized by the WCTU in Columbus, Ohio, and by the Baptists of Canada this week.

In Columbus the WCTU passed a resolution urging closer censorship of motion picture to eliminate the "promotion of drinking and the depicting of low standards of morals."

In Toronto, the Rev. H. H. Bingham, secretary to the Baptist convention of Quebec-Toronto, called for a protest of drinking scenes and said: "It would seem as though there is some sinister motive in bringing drinking scenes into every film."

Plagiarism, a Big Word to Many, Proves a Big Headache to Hollywood

By JAY GOLDBERG

Hollywood Bureau, SHOWMEN'S TRADE REVIEW

Plagiarism is a big word on some folks' books. To the motion picture industry it's a big headache.

When Harold Lloyd recently filed a plagiarism suit against Universal, it marked what seems to be almost a continual performance of suits that has cost the industry well into the millions of dollars during the past quarter century.

Lawyers are sensitive in talking about the subject—sensitive and properly technical. They differentiate between plagiarism and piracy and other legal entanglements. However, whatever the name, it still is expensive.

It cost a studio anywhere from $5,000 to $25,000 just to defend a plagiarism suit, and if the litigation backfires, the judgment is often very high. Plagiarism cases are difficult for the plaintiff to win, but if and when he does, the matter is likely to be adjudged at as much as a hundred thousand dollars or more.

Many people about to sue the studio for allegedly stealing their material are stopped by the thought of the length of time it will take to get a judgment, and still others are halted by a studio ready to settle outside of court. Such surreptitious conferences are naturally not recorded in law journals, but one may assume that plenty has been paid out in this way.

At the present time, besides the Lloyd suit, Frank Capra is in the courts with a demand from Columbia Pictures for $2 million, which he claims is his share of the profits from "A Song to Remember." Strictly speaking, this is not a plagiarism suit. Capra, who says he is entitled to 25 per cent of the profits, asserts that he worked on the story treatment and production details.

Another suit in process now is that by Kitti Frengs against David O. Selznick's Vanguard Productions. Miss Frengs is not suing strictly for plagiarism, but for slander of title and libel. Her case has attracted wide attention because the Screen Writers Guild has mobilized strongly behind her, with James Cain, famous novelist and scenarist, in the lead. The writers are threatening an upheaval of the present system of payment and recongnition.

Just for the record, SHOWMEN'S TRADE REVIEW publishes the definition of plagiarism as handed down by the U. S. Supreme Court. "Plagiarism must be something which ordinary observation would recognize as having been taken from the work of another and not by fine analysis or dissection by an expert . . . but a plot or mere concept around which to build and develop literary adornment is *not* copyrightable."

In other words, no one has monopoly on *ideas,* according to the Court ,and there are no bases for a plagiarism suit if several others happen to have the same idea.

Out After Jim Crow

St. Louis' CIO Industrial Council this week went on record as joining the Race Relations Commission in its efforts to get motion picture theatre owners to lift restrictions against Negroes wishing to attend shows.

Several St. Louis theatres operate exclusively for Negroes and a few suburban houses in a mixed population area admit them to certain sections of the houses.

Says Industry Deserves State Department's Aid

More American pictures for foreign distribution which reflect American life and democracy and a greater production of documentaries were urged in Washington this week by Assistant Secretary of State William Benton, who asserted that the department would support the industry in its efforts to enter the foreign field.

"No industry," Benton said, stressing the importance of motion pictures, "has a more legitimate right to get state department help in expanding its business abroad than the motion picture industry."

The Assistant Secretary then asked that the industry continue to furnish shorts and newsreels to the State Department embassies and missions for distribution where there is no U. S. distribution set up. He said that there would be no competition by the State Department and that such action was good "promotion."

"Over a period of time," he continued, "I hope that producers of entertainment pictures will learn how to make and successfully sell a higher percentage of films which depend more on a true portrayal of the American way of life and the democratic process. I also hope the industry will learn how to make documentaries and shorts which portray the life, customs, government and habits of the people of the United States. Because there has been no real money in documentaries and because distribution techniques have not been developed, the industry chose to ignore the documentary field."

Foreign Film Contracts Canceled in Singapore

Cancellation of all contracts made for exhibition of films in Singapore since Sept. 5 came in a swift and surprising move this week as authority there proclaimed a new quota for motion pictures.

The new quota requires that more than 10 per cent of a screen's playing time be given to British product and prohibits entry of any new contracts for exhibition of foreign films during the next six months.

The move was something of a mystery and the Johnston office and no information available. Film company executives had little information other than brief cables from their representatives and could not say whether or not the order was issued by the military at Singapore.

NATIONAL NEWSREEL

'24-Hour' Club Honors Spur Action in Current Red Cross Theatre Drive

Ready hearts and helping hands made a strong winning team this week as the majority of the theatres in the United States and all branches of the motion picture industry worked together to help put over the industry's Red Cross Drive.

All sections of the country reported intense activity, with Campaign Director Harold J. Fitzgerald announcing that the incentive of membership in the "24-hour" club, to consist of record shattering exhibitors and film salesmen who are to call upon President Truman to receive the chief executive's thanks, was causing workers to put in "overtime."

Fitzgerald said he had noted that theatres in several cities were extending the drive beyond the fixed dates.

Reports from the nation were:

BUFFALO—All theatres in this territory were in the drive, Chairman Robert T. Murphy announced. Credit was given Distributor Al Herman and his brigade of film salesmen for lining up the theatres.

CHICAGO—Co-chairmen Jack Kirsch and James E. Coston stepped out of the industry bounds and sold the legitimate theatres on the idea of collections in this area.

NEW YORK—Sixteen first run Broadway houses extended the Red Cross collection week by extra days, Chairmen Irving Lesser and Monty Salmon announced.

MEMPHIS—Chairman M. A. Lightman reported that the territory would be pledged 100 per cent to participation.

SAN FRANCISCO—More than 100 Golden State and T&D Jr., Enterprises have agreed to double their audience collections, Co-chairmen Richard Spier and Ray Cooper announced.

CLEVELAND—A tie-in between Red Cross workers and the theatres which are taking up collections was announced by Exhibitor Chairman Meyer Fine. Eighty-six per cent of the territory's theatres are in the drive.

LOUISVILLE—Approximately 90 per cent of the theatres in this territory are pledged, Exhibitor Chairman Sam Switow announced.

KANSAS CITY—The prairie territory expected to beat last year's record as approximately 450 theatres in the territory are cooperating, Chairman Lon Cox said.

MILWAUKEE—Veterans of World War II with overseas hospital records, have joined Red Cross workers in making this territory's collections. The vets are making personal appeals from the stage while the workers pass the can.

LOS ANGELES—Preview of "The People's Choice" with proceeds going to the Red Cross drive started the campaign off here, Co-chairmen Gus Metzger and R. H. Poole stated. The territory, according to Distributor Chairman Harry Cohen is 95 per cent lined up.

Cancer Week Marks Debut Of Permanent Committee

The National Committee of Distribution chairmen—who will handle all remaining industry 1946 fund-raising drives will get its first taste of action when the Easter week cancer campaign starts on April 20, National Chairman Charles M. Reagan announced this week.

The chairmen and their areas follow:

Albany, H. C. Bissell, Columbia; Atlanta, N. Lamantia, Universal; Boston, T. J. Donaldson, MGM; Buffalo, E. Lux, RKO; Charlotte, H. H. Haas, Paramount.

Chicago, S. Gorelick, RKO; Cincinnati, E. M. Booth, MGM; Cleveland, Wm. S. Shartin, United Artists; Dallas, F. Larned, Paramount; Denver, R. C. Hill, Columbia; Des Moines, S. J. Mayer, 20th-Fox; Detroit, M. E. Cohen, RKO.

Indianapolis, F. B. Gauker, MGM; Kansas City, R. C. Borg, Warners; Los Angeles, J. J. O'Loughlin, United Artists; Memphis, J. A. Prichard, Universal; Milwaukee, O. J. Ruby, Columbia.

Minneapolis, A. W. Anderson, Warners; New Haven, B. A. Simon, 20th-Fox; New Orleans, E. L. O'Neill, Universal; New York, R. E. Moon, 20th-Fox; Oklahoma City, J. B. Sokley, Warners.

Omaha, J. T. McBride, Paramount; Philadelphia, M. Magill, United Artists; Pittsburgh, D. Kimelman, Paramount; Portland, J. R. Beale, Columbia; Salt Lake City, C. P. Nedley, MGM; San Francisco, B. Rose, Universal; Seattle, F. Drew, 20th-Fox; St. Louis, T. B. Williamson, RKO; Washington, D. C., F. W. Beiersdorf, Warners.

Building Boom to Ease Hollywood Studio Jam

The 16mm. market will temporarily play an important part in the commercial foreign field, Arnold Pressburger, Regency head and producer of the United Artists release, "A Scandal in Paris" told the trade press in New York this week.

Pressburger, who declared that "no picture of quality could be made for less than a million dollars," cited increased production costs, believed 50 per cent of next year's product would be in color, and predicted an end of the studio space shortage in six months due to a contemplated building program which he said he thought could be carried out.

A large number of motion picture theatres in France, in India and in the Orient, he said, use 16mm. equipment and will have to use it until it can be replaced with 35mm. equipment.

He was not optimistic of the possibilities of New York as a production center. "It," he said, "depends upon the facilities—a lone wolf can't do anything."

Speaking of increased costs and delayed schedules, he said shooting time now took six months to a year. "Where you paid casts $150,000, it now costs you $300,000. Instead of 45 days shooting, it now takes 60 days."

British Act to Stop Alleged Film Monopoly

Britain this week had moved through the House of Commons to study the question of more playing time for independently-produced British films on English screens which are supposedly dominated by J. Arthur Rank and his associates.

Announcement of a board to insure that the smaller British producer could get a playing break was announced in the House of Commons by Board of Trade President Sir Stafford Cripps. The board would probably consist of non-industry as well as industry representatives.

Theatre Tele Waiting On Canadian Approval

That Famous Players Canadian Corporation is ready to put television entertainment in its theatres as soon as the Canadian Government allots wave lengths was claimed in Toronto this week by President J. J. Fitzgibbons, who said Famous Players would not build any planned theatres until the Canadian housing situation has eased. He added that F. P. houses would launch a campaign to collect clothing and food for destitute sections of Europe.

Columbia Common to Pay 2½%

Columbia's Board of Directors authorized payment on May 9 of a two and a half per cent dividend on its common stock to stockholders of record as of April 24, 1946.

Air Show Starts Drive

A radio show to be broadcast on a national network will launch the Cancer Week drive in which motion picture theatres will participate. The drive, to start April 21, will have its official public unveiling at the radio show to be broadcast from Carnegie Hall, New York, on the evening of April 19. Stars from coast to coast will participate in the broadcast, production and presentation arrangements for which are to be handled by Carl W. Erbe and Bernard Kamber, special events co-chairmen for the campaign.

Shorts Strive to Hold Own; Duals in Slight Gain

Shorts are plodding along in the amusement field, holding their own, and in some cases making slight and almost negligible gains as double features continue to be strong and even in some territories to spread slightly, a survey of the industry this week revealed.

The dual situation shows no appreciable change, with the fact that double for the money seems to appeal to many managers if not all audiences. The value of names for the marquee, which features can offer and shorts often do not, seems in some measure to be responsible for this.

The dual gain is chiefly in the south where there has been some spread in the Atlanta, Dallas and New Orleans territories, where little if any doubling had been known several years ago.

ANFA Lists 50-Odd 16 mm Non-Theatrical Producers

There are more than 50 companies producing 16-mm. non-theatrical motion pictures in the United States, with over 30 wholesale sources of supply and a total of more than 350 film libraries maintained by commercial and educational organizations, according to listings in the 1946 Year Book published by Allied Non-Theatrical Film Association, Inc.

The 1946 Year Book is the first to be published by the organization which was founded in 1939.

The book, which contains 108 pages, presents articles on copyright, the use of motion pictures in Army training, film libraries, home movies, application of motion pictures to education, as well as articles on technical subjects, and lists of equipment manufacturers, etc.

Seek 6-Day Deliveries

Discussions with exchanges in the New York-New Jersey territory to see if a return to six-day film deliveries could not be accomplished were approved by Allied Theatre Owners of New Jersey, Inc., at their meeting this week in Passaic, N. J.

Allied was said to believe that a six-day delivery would benefit exhibitors, especially those with Saturday midnight shows and that exchanges would consider the idea favorably. Shortage of delivery firm equipment was considered the principal drawback.

D.S.T. for 7 Pa. Towns

Seven Pennsylvania cities — Philadelphia, Coatesville, Indiana, Stroudsburg, Erie, Harrisburg and Brockway—will go Daylight Saving Time with the possibility that some 50 odd more may swing that way shortly, reports from Philadelphia said this week. Cities rejecting the time were Altoona, Coaldale, Hopewell, Lewisburg, Martinsburg, Muncy, Roaring Spring and Westfield.

THEATRE MANAGEMENT

M & R Theatres Start Better Business Drive

The first drive since the war for increased theatre business to be conducted by Manta & Rose Theatres in Indiana and Illinois has been called "On Your Own—1946 Reconversion Drive," based on the theory that every manager and district manager in the company's employ knows more about the operation of his own theatre than the home office headquarters could know. Therefore, headquarters wisely has decided not to dictate the conditions or activities to be covered by competing managers other than in a general way. The only thing they are interested in is better business, including candy and popcorn sales, decreased operating costs, decreased inventory of saleable items and clean theatres.

Things that will be considered in judging money prize winners have been listed to include "quality of newspaper ads, quality of general copy, Kiddie Club activities, civic tieups, general exploitation in all of its forms, costless co-ops of various kinds, institutional copy, street ballyhoos, real window displays, etc." Beyond this general indication of what will be considered, the managers are on their own.

Additional money prizes will be given on a "surprise" basis to one manager of the circuit who may or may not win one of the regular money prizes. This will go to the manager who has been judged to have given the greatest effort and zeal during the run of the contest.

Another, perhaps as important as any prize in the drive, is called "House Inspection Prize," and amounts to a healthy sum to be given to the cleaning crew of the theatre adjudged most efficient at putting and keeping a theatre in condition.

The drive, which started March 3rd, runs through June 1st.

4-H Club Fashion Shows Great Exploitation Stunt

Exhibitors whose theatres are located in 4H Club areas can take a tip from Jake Weber, Schine's Theatres group manager for Mohawk Valley towns. In a tieup with the 4-H Clubs in Herkimer, Little Falls and Ilion, N. Y., Weber put on a fashion show, using 40 4-H girls as models.

The female supervisor of 4-H activities acted as narrator and arranged the show for presentation, and the local papers went all-out on publicity and advertising. The models came from every hamlet in the county and that in itself was enough to insure capacity houses, plus the free exploitation by newspapers, 4-H Club bulletins and word-of-mouth.

Keep Your Screen Clean

How long has it been since your screen was cleaned? In a comparatively short time much dust can accumulate, not only filling the holes and impairing the sound reproduction but also lessening the brightness of screen projection. Arrange to have your screen inspected and cleaned at periodic intervals.

Repair Stair Carpets

Thread-bare carpets on stair risings should be repaired immediately. There is the possibility that a patron might catch his foot in the loose strands and fall, thus injuring himself and placing the theatre in jeopardy of a damage suit.



The Brass Tacks of Efficient Picture Theatre Management

USHERS—AMBASSADORS OF GOODWILL

By Jack Jackson

An expert is quoted in this article dealing with the ways and means by which the usher and other members of the house staff may contribute most importantly to the success of a theatre and also win for themselves a continuing growth to higher, more responsible and very well-paying position in the film industry. There is material here for use, by quotation or reprinting, at theatres everywhere that good service is promised and performed for the public in accordance with the principles of successful operation.

This is the kind of a story I get a genuine "kick" out of writing. First, because it revives my childhood faith in Horatio Alger's "strive and succeed" formula; second, because it offers still another instance of concrete evidence to support the oft-repeated contention of myself and so many, many others to the effect that there is room on the high platforms of theatre business for the bottom-rung starters who "have the stuff"; and last, but by no means least, because it enables me to dodge the mental callisthenics usually asociated with this kind of work and simply jot down what the other fellow thought up.

The real author of this article is a chap named Lynn Harris, personal secretary to Karl Hoblitzelle, president of Interstate Theatres. Lynn brain-fathered a service manual for the guidance of Interstate's service personnel that outlines a character-conduct-courtesy code that deserves to serve as a model for theatre employes everywhere. The suggestions and recommendations offered here are not abstractions nor theories but are conclusions based on logic and practical experience in every phase of the subject. They are the analytical observations of a post-graduate who has scrutinized and reflects upon the methods employed by others doing work at which the observer has himself outstandingly proficient.

Lynn Harris started with the Interstate Theatres at the age of 14 as a part-time usher. He came up through all of the usual positions of usher, ass't chief, doorman, chief of service, ass't treasurer, treasurer, ass't manager. He did have the advantage of working under some of the best managers in the business, including, John Thoma, John C. Smith, Paul Short and the late Ed Sullivan, whom many will remember as having been Chester Stoddard's man-Friday in the days when Stoddard and Sullivan were entrusted with the job of training all the excellent service staffs of Paramount-Publix Theatres.

From the service department he went into short subjects under Besa Short; did a brief stretch in the display art shop and then took over his present post; which he has occupied for some years with time out to lend Uncle Sam a hand during the recent war.

The following are excerpts from Harris' service manual:

"The opportunities of the young man who selects theatre business as his career are limited only by the size and scope of this vast industry."

"An usher is not a servant. He is a student of an honorable and respected profession. Unlike most lines of endeavor, the theatre business cannot be learned from text books or a classroom. Only be actual experiences and by diligent attention to these experiences and their results, can a candidate equip himself for a successful career as a showman. Thus the novice must regard the period spent as a member of the service staff as a necessary and valuable period of schooling during which he daily adds to his store of knowledge of the fundamentals of show business.

"An usher is not a uniformed robot whose only duty is to show patrons to their seats. He is the host of the theatre—directly responsible for the comfort and safety of the patrons in his assigned section as well as their uninterrupted enjoyment of the program. And finally, he is responsible for the patrons leaving the theatre with the

(*Continued on Following Page*)

THEATRE MANAGEMENT

(*Continued from Preceding Page*)

intention of returning to enjoy following programs.

"An usher is the personal representative of his theatre and of his chosen business. It is his duty to familiarize himself with the coming attractions and to have a conversational knowledge of all departments of the theatre from the engine room to the booth. Bearing in mind that he is a personal representative of his company, the usher must understand that although no attempt is made to regulate his private life away from the theatre, his actions must in no way reflect unfavorably upon the institution.

"The entire organization of the theatre stands behind the usher in the performance of his duty. The bookers, manager, publicity man, projectionists, porters, engineers, stage hands, etc., are all combining their efforts to see that the usher is in a position to greet the patrons with confidence in his ability to see that 'his' guests are entertained well and comfortably.

"To the public the usher is the most important member of the theatre's personnel because he is the only member of the theatre staff who actually makes contact with the patron. In this, the public is right, since the combined efforts of all other departments are wasted if the duties of the usher are not performed diplomatically, thoughtfully and smartly. It is the usher's conduct in handling each patron that is responsible for the opinion each patron forms of the theatre.

"The first requirements of good service (in any theatre, anywhere regardless of size or patronage pattern) are pleasing appearance, a friendly alert manner, a helpful attitude and personal cleanliness. Uniforms should be well pressed, shoes shined, hair neatly groomed, linen fresh, nails clean and any metal buttons or appendages shined. Perspiration odor and offensive breath must be guarded against.

"A pleasant facial expression is necessary—a mechanical smile is not encouraged—but the expression should be natural, never 'forced.' Posture should be consciously erect without being stiffly formal or miltary. The voice should be pleasant and well modulated. Always walk facing the direction of movement so as to avoid bumping into patrons. Pace should be brisk and businesslike yet unhurried, Never run. Never snap fingers or click heels to attract the attention of another employe.

"No member of the service staff should enter into prolonged conversation with patrons. Acknowledge the greeting of friends entering the theatre but do not encourage them to stand and talk. If conversation is necessary with another employe, it should be short and limited to the business at hand.

"Courteous treatment of all patrons is the first duty of the service personnel. All questions should be answered politely and intelligently and if the patrons complaint or query cannot be readily attended he should be escorted to the presence of an executive. Never argue with a patron. If a patron in the vicinity of your post appears to be confused or looking for something, step up to him, smile and ask if you may be of assistance. Many theatre patrons hesitate to approach members of the service staff for information and, very often, this is due to an uninviting attitude. Try to anticipate the desires of patrons and graciously solicit their inquiries and demands for your services.

"In the dressing room service staff members are expected to conduct themselves as though they were in their own homes. The room must be kept clean, uniforms hung properly and not thrown over the backs of chairs or on top of lockers. The property of others must be left alone. Towels, shaving materials and other supplies must be kept in their proper places.

"While on duty, the members of the service staff should listen attentively to instructions and carry them out promptly to the best of their ability without argument. While off duty in the theatre, service staff members should conduct themselves as patrons, avoiding conversation with working employes and at all times recognizing their responsibility to maintain the prestige and reputation so painstakingly built up by the theatre.

"All members of the service staff should make themselves thoroughly familiar with the physical makeup of the theatre. They should first learn the location of telephone booths, rest rooms, water fountains and the offices of executive personnel so that patrons may be properly directed.

"It is extremely important that the locations of all exits be memorized and that the stations of fire extinguishers be noted. It is also desirable that they know the location of the engine room, porter's locker, projection booth, supply rooms and electric switch panels. By all means acquaint yourselves with the name of the manager, his assistant, and other executives about whom inquiry is liable to be made. The floor plan of the auditorium should be memorized. Find out all possible information about your theatre, not only for you own convenience in carrying out your allotted duties but to enable the ready and intelligent answering of patron queries.

"Politeness is a prime requisite whether with fellow workers or the ticket-buying public. Always address one another with the prefix, 'Mr.' 'Mrs.' or 'Miss.' Never use first names while on duty. When approaching a patron to make a request or ask a question, begin the converation with 'I beg your pardon.' At the conclusion, say, 'Thank you, Sir' (or Ma'm.)

"When it is necessary to speak to a party, the following should always be observed: If to a man and woman, direct your conversation to the man. If to two or more women, address the elder. The same applies to two or more men. If a large party is to be addressed, try to ascertain which is the host and direct your conversation to him or her.

"Never tell a patron that they HAVE to do any certain thing. 'I beg your pardon but it is necessary that we keep the aisles clear due to fire ordinances,' 'The smoking conveniences are in the lounge' etc., etc. will get far better results than a brusque 'You'll have to step out of the aisle,' or 'No smoking here.' It is entirely proper to use a tone of polite authority but never a demanding tone'."

There is much, much more in the way of important instruction to service staff employes in Harris' manual and I will try to condense his suggestions for special service, diplomatic handling of difficult situations and other thoughts and ideas calculated to help other fellows to climb the ladder that Harris negotiated so successfully. I believe all this information of value and well worth passing along to the many newcomers who have entered the show world during the war years and find themselves wanting to make it their life career.

When it is taken into consideration that the great majority of the top executives of the motion picture industry have themselves risen from the ranks it is not hard to conclude that they will all agree with the premise that basic training in theatre service is practically indispensable. As Harris says in his manual: "Promotion is not necessarily based on the length of service although this factor is given prime consideration. The all important factors in advancement are aptitude, industry and diligent attention to duty. Duty is not defined as the satisfactory discharge of definitely assigned work but rather as the handling of such work plus an alert and helpful attitude toward those phases of theatre operation with which you are not directly connected."

Because of the difference in size, physical makeup and class of the various theatres it would be an impossible task to prepare a manual or provide instructions that could be intelligently directed to cover "individual service personnel." I do feel that the pertinent data set forth above is an excellent foundation on which to lay the groundwork for the building of any and all theatre service and that no owner or manager can follow the suggestions provided without effecting a marked improvement that customers will be quick to notice and that will have its reflection in added dollars laid on that little marble slab that means so much to all of us.

THEATRE MANAGEMENT

Pick Personnel with Future Potentialities

With Care, Preparedness, Staff Will be Ready to Meet Many Emergencies

From motion picture company personnel directors, from chain theatre zone managers and from others in a position to know what they are talking about comes the information that turnover in theatre operating personnel is costly and whenever the turnover in normal times exceeds what they consider to be the norm, immediate investigation into the causes thereof gets under way.

These same experts in their field estimate pretty closely that it costs to hire theatre personnel as follows: ushers, $25; doormen, $50; cashiers, $75; chiefs of service and assistant managers, $100.

Any theatre manager or exhibitor can be sure that these figures amount to considerable money, even though the exact cost does not immediately show in the theatre balance sheet but he can be sure he pays approximately the same amounts every time he adds the name of a newcomer to his theatre payroll. The time taken to adequately train new members of the staff comes out of box-office returns just as sure as death and taxes.

There are many reasons for excessive labor turnover in front-of-theatre operation and probably the greatest reason for such frequent changes in normal times is lack of care in choosing help. Sometimes the banker of the local politician has a deserving young man he wishes to place, and rather than incur the displeasure of the young man's sponsor the theatreman hires him despite his own personal feelings. Following the line of least resistance in these cases, however, usually redounds to the theatreman's own considerable loss. An explanation to the sponsor that in the hiring of staff members only those who intend to make exhibition and theatre management their life work are desirable, might take the pressure off for all time.

Even in the theatre business there are such things as Career Men—boys and ushers today, perhaps, but youngsters who have decided that connections with theatres and the motion picture business leads eventually to well paying, interesting jobs.

Every exhibitor knows that the problems that face him during the long road ahead to reconversion and peace-time pursuits will be many and complex. Time taken from the myriad duties he will have to perform in management, publicity, exploitation, etc., will actually cost him money. And if he must take that time to constantly train replacements because of lack of foresight and care in selection of his personnel, there is not enough time in any day to do his own job with any degree of forcefulness that will be necessary to keep his own head above water.

By foresight, care and preparedness any exhibitor can place himself in the position to have trained personnel on hand so that in any event he can promote from within—his usher may become chief of service, his chief of service may become assistant manager, etc. As long as each employe knows he is being readied for promotion he will be loyal and willing to take his chances on promotion. If not. He'll quit to take the next best paying job he can find.

In the future it might be well to use the following table of qualifications in selecting personnel to replace the makeshift group it was necessary to hire during the war years. The table was prepared by a prominent director of personnel for one of the big producer-distributor organizations, charged with the hiring and firing of thousands of employes. These are the qualities necessary for the future development of leaders in the theatre field.

Appearance—Neatness, Cleanliness, Posture, Smile, etc.

Loyalty—Remarks, comments, attitude toward the firm, superiors, etc.

Willingness—Spirit displayed in work, activeness, obedience to orders.

Interest—Thoughtfulness, ideas, attention to detail.

Conduct—Behavior on and off duty, profanity, excessive drinking, bad companions, etc.

Attitude—Bright, alert, contented; acceptance of criticism; does he get along with fellow workers?

Courtesy—Politeness in speech and manner; radiation of personality.

Service—Performance of duty, attention to sound, maintenance, etc.

Punctuality—On time, adherence to schedule, faithfulness to duty.

Adaptability—Working ease, versatility, self-instruction, quality.

Grading of newer employes along the lines suggested above will give an exhibitor a pretty fair idea of the potentialities of any member and guide him along better lines in future employment of personnel. Any young man who can come up to these requirements is worth the ex-

(*Continued on Page 32*)



Julius Lamm

RULES FOR THEATRE USHERS

Julius Lamm of Warner Bros. Uptown Theatre, Cleveland, seems to have taken a page from the armed services, which require its sentries to learn, word for word, a set of "General Orders," which define exactly what the sentry's duties are. In the Uptown Theatre ushers are required to memorize a set of rules that might be applied to advantage in any theatre. In knowing them and carrying them out exactly, ushers carry service to the Nth degree and build that all-important goodwill for the theatre that employs them. The rules are printed here for the convenience of other managers who might want to install this type of service:

1. Be neat. Be on time. Do not talk loudly. Do not chew gum.
2. Be dignified. Avoid unnecessary conversation.
3. Do not encourage flirtations with patrons.
4. Never give short or flip answers.
5. Avoid listlessness. Stand erect at your post.
6. Keep cool. Never lose your temper.
7. Never argue when the subject is beyond you: refer to your superior.
8. Maintain quiet during the performance.
9. Make special effort to comfort elderly people.
10. Report anyone changing seats more than once during a performance.
11. Never be discourteous . . . grouchy people can't stand up under kindness.
12. Always meet rudeness with tact and kindness.
13. Dont grouch . . . We sell good service just as we do good pictures.
14. Always wear a cheerful smile.
15. Strive to please and satisfy every patron as if you owned the theatre yourself.
16. Do not say "yes" and "no," but "Yes, sir" and "No, sir" or "Ma'am" as the case may be.
17. "This way, please" . . . "Thank you, sir" are magic phrases. Always use these and and similar phrases when speaking to patrons.
18. Mothers with crying babies should be asked to step to the foyer until the baby becomes quiet.
19. Remember that business, like friendship, is sensitive. It goes where it is best treated and stays where it is best served.
20. You, by your conduct, can make or break this theatre. It may take $100 worth of advertising to coax a new patron and you, with surly manner or sulky words, may drive him away, perhaps never to return.
21. Never, under any condition, is an usher to leave his post without permission, or to leave the floor before time is up.
22. Do not let friends loiter around your aisle or to talk with you.
23. If you are given an order by proper authority, you are expected to carry it out immediately. Playfulness in the mezzanine when off duty will not be tolerated and may lead to release. Stay away from exit doors except in cases of emergency.

Comment on these rules will be welcomed as will be additional rules or regulations used by any theatre to take care of special conditions.

REPUBLIC IS DEPENDABLE



WOMAN WHO CAME BACK
Starring
JOHN LODER • NANCY KELLY
OTTO KRUGER

The MADONNA'S SECRET
Starring
FRANCIS LEDERER • GAIL PATRICK
ANN RUTHERFORD • EDWARD ASHLEY

SCOTLAND YARD INVESTIGATOR
Starring
SIR AUBREY SMITH • ERICH VON STROHE
with STEPHANIE BACHE

Continuing that **KO** *punch*

AT THE BOX OFFICE
FROM COAST TO COAST

DAK

JOHN WAYNE

FOR AUDIENCE-APPEAL



OTA

RA HRUBA RALSTON

Records!

Records!

Records!

Your Biggest Peace Time Job: The Red Cross Drive—March 20 to 26th

BOX OFFICE SLANT

Johnny Comes Flying Home

20th Century-Fox Drama 65 mins.

AUDIENCE SLANT: (Family) Mildly entertaining story of returned servicemen. Should please average audiences.

BOX-OFFICE SLANT: Not strong enough for a leading feature but good family fare for any double-bill program.

Cast: Richard Crane, Faye Marlowe, Martha Stewart, Charles Russell, Roy Roberts, Henry Morgan, Charles Tannen, Elaine Langan, Marietta Canty, Anthony Sydes, Selmer Jackson, John Hamilton, Harry Tyler, Frank Meredith, Tom Dugan, Grayce Hampton, Hugh Beaumont, Bernie Sell, Walter Baldwin, Will Wright. Credits: Directed by Benjamin Stoloff. Produced by Aubrey Schenck. Screenplay by Jack Andrews and George Bricker based on a story by Jack Andrews. Photography, Harry Jackson.

Plot: Three former army combat fliers pool their finances, buy a war-surplus plane and set up an air freight business. Richard Crane, ordered by army medicos not to fly for at least a year, is the business agent, Martha Stewart is the small company's mechanic. Charles Russell gets a chance to test a new army jet plane and with the money received the trio can buy another plane and become successful. Russell's wife is about to have a baby so Crane tricks Russell and tests the plane successfully. With the aid of Martha Stewart, he is on the road toward launching a new fleet of air-freight planes.

Comment: The story is lightweight, but pleasing, and the young principal players are not called upon to reach any histrionic heights But they all acquit themselves creditable in this modestly produced, deftly directed film. Martha Stewart looks luscious enough and seems capable of being cast in more important roles in the future. The entire film is unimportant, but it provides 65 minutes of light, pleasing entertainment, which it obviously set out to do. Suitable for any double-bill program.

The Bride Wore Boots

Paramount Comedy 85 mins.

AUDIENCE SLANT: (Family) Directorial tricks cannot overcome film's thin plot. Not for discriminating audiences.

BOX-OFFICE SLANT: Name of Barbara Stanwyck and others will help draw them in, but beyond that, the film will be on its own.

Cast: Barbara Stanwyck, Robert Cummings, Diana Lynn, Patric Knowles, Peggy Wood, Robert Benchley, Willie Best, Natalie Wood, Gregory Muradian, Mary Young. Credits: Produced by Seton I. Miller. Director, Irving Pichel. Screnplay by Dwight Mitchell Wiley from a story by Mr. Wiley and a play by Harry Segall. Photography, Stuart Thompson.

Plot: A successful Virginia author and his wife argue because she is fond of horses and he hates them, while he pursues Confederate history with avidity and she dislikes it. Things are further complicated by a handsome trainer for the wife's horses, whose desire for her causes antagonism between him and the husband. Divorce ensues when matters are still further complicated by a pretty young girl enamoured of the husband. Husband and wife are finally reunited by a steeplechase in which he literally risks his neck to save his pride and his better half.

Comment: The principal difficulty with this picture is its thin plot which cannot be overcome by a bag of directorial tricks. Comedy situations are too forced and gags are repeated when they weren't funny in the first place. Throughout, Miss Stanwyck and Cummings laugh constantly in an artificial way, a fact that soon becomes obvious to the average audience because of the lack of humor in the situations. Both principals try too hard. The choice of Miss Stanwyck's costumes is just as illogical as the rest of the picture: when she appears in an evening gown, the audience wonders why, because there is no logical explanation, other than perhaps the costumer thought it might look well at that point. Best performance, as far as realism is concerned, is that of Willie Best as an understanding stableman. Photography is a redeeming factor, with the finishing shots of the steeplechase event done particularly well. Diana Lynn scores in an unsympathetic role. Technical departments are up to par.

Legion of Decency Ratings

(For Week Ending Mar. 23)

SUITABLE FOR GENERAL PATRONAGE

Badman's Territory
So Goes My Love
Devotion
Hot Cargo

SUITABLE FOR ADULTS ONLY

Night Editor

The Spider Woman Strikes Back

Universal Horror 59 mins.

AUDIENCE SLANT: (Adult) Another "horror" offering to satisfy the fans.

BOX-OFFICE SLANT: An average "shocker" that will fill out double bills or be used to advantage in exploitation "horror" shows.

Cast: Gale Sondergaard, Brenda Joyce, Rondo Hatton, Kirby Grant, Milburn Stone, Hobart Cavanaugh, Norman Leavitt. Credits: Produced by Howard Welsch. Directed by Arthur Lubin. Screenplay, Eric Taylor. Photography, Paul Ivano, Musical director, Milton Rosen.

Plot: Mystery surrounds a ranch where a supposedly blind woman is poisoning cattle in the vicinity in an effort to drive away other ranchers and gain their land. A young girl, companion to the 'blind" woman, discovers the truth, placing her life in jeopardy. She is saved in the nick of time by her boy friend, who rescues her from the flames which the Spider Woman has set to destroy evidence of her crimes. The Spider Woman and her dumb helper are consumed by the fire, however.

Comment: An illogical plot, done in the stereotyped manner of most horror pictures, wastes Gale Sondergaard's talents. Brenda Joyce, cast as a beautiful young girl with supposedly great appeal, looks tired and anything but beautiful. On the credit side of the ledger, the music is good for its purpose, materially helping to establish mood. Photography is also adequate. While the film is in the "adult" classification, it will probably be viewed by more kids than any one else which is as it should be, for the film never rises above adolescent intelligence. One keeps waiting for something really frightening to happen, but it never quite comes off.

Out of the Depths

Columbia War Drama 60 mins.

AUDIENCE SLANT: (Family) Realistic and emotionally restrained, this better-than-average war drama of submarine warfare should please audiences.

BOX-OFFICE SLANT: Because of its lack of names and its out-of-date theme, this picture will be relegated to a second feature position on dual bills, although word-of-mouth publicity may help. Play up the deeds of the submarine in the war, and use local discharged submarine crewmen as part of your campaign.

Cast: Jim Bannon, Ross Hunter, Loren Tindall, Robert Scott, Frank Sully, George Khan, Coulter Irwin, George Offerman, Jr., Rodric Redwing, Robert Williams, William Newell, Warren Mills and John Tyrrell. Credits: Directed by D. Ross Lederman. Screenplay by Martin Berkeley and Ted Thomas. Photography, Philip Tannura. Musical direction, Mischa Bakaleinikoff. Produced by Wallace MacDonald.

Plot: A submarine sets out to rescue an Army intelligence officer from the coast of Korea. En route, Japanese acceptance of the surrender terms is received, but the craft is attacked by Jap ships. Rescue is effected and the submarine attempts to warn the high command of a plot to bomb the "Missouri" on surrender day. Failing that, the submarine attacks a Japanese Kamikase carrier and sinks it.

Comments: This is a satisfactory associate feature with enough realism to give the story credulity. The oft-repeated theme of submarine action, well done in this instance, will give audiences an insight into the life of all members of undersea craft. There is logic in the action—no thrills for thrills' sake—and acts of heroism are properly restrained. The tenseness of the crew when the ship is damaged and the men's struggle to breathe will grip every spectator. The humorous scenes, for the most part, fall flat, and have been done numerous times before. The acting is capable, direction is handled with a light hand, but the photography falls short of average standards. Although a better-than-average war drama that should win favorable audience reaction, its out-of-date them will affect its drawing power and relegate the film to the lower half of a dual bill.

Dark Is the Night

(English Titles)

Artkino Drama 70 mins.

AUDIENCE SLANT: (Adult) Grim story of the individual Russian's active resistance to Nazi rule during the occupation. Basically familiar but interestingly done.

BOX-OFFICE SLANT: Perfect for the so-called "art" theatres but of little value to the ordinary, run-of-the-mill commercial theatre.

Cast: Irina Radehenko, Ivan Kuznetsov, Boris Andreyev, Vladimir Leonov, Alexei Yudin, Boris Barnet, Nikolai Viazemsky, Olga Goreva. Credits: Directed by Boris Barnet. Scenario, Fedor Knorre. Photography, Sergei Gevorkian. Music, David Blok. English titles, Charles Clement. Produced at the Erevan Motion Picture Studios, Armenian S.S.R.

Plot: Two wounded Russian flyers are hidden and fed by a young girl in a captured Russian village. In spite of the Nazis' intense search for these flyers and other Russian soldiers, the girl succeeds in her plans, the flyers escape and return when the town is recaptured.

Comment: Although the plot is familiar, it

BOX-OFFICE SLANTS

is done so well that from a pure entertainment point of view this is an excellent film. The acting is very much above the ordinary and the direction is superb. Camera work is in an unfamiliar pattern, so unconventional in fact that for the average American audience it might interfere with the film's thorough enjoyment. There is very little dialog, with the director depending upon situations easily understood without vocal interspersion. Director Barnet also appears as the Nazi commandant, underplaying the ruthless, contemptuous overlord in a manner that makes his part more abhorrent than if played with the usual exaggerations. Irina Radehenko plays the village girl with fine sensitivity, giving the part warmth and life. The film as a whole is good entertainment, grim perhaps, but most realistic. It is perfect for the "art" houses but its advanced directorial and camera treatment, together with the fact that it is in the Russian language with English titles, and lacks any familiar names in its cast, offer little value to the average commercial theatre.

The Kid From Brooklyn

RKO-Radio Comedy With Music 114 mins.

AUDIENCE SLANT: (Family) A whiz of a show for any theatre anywhere and the perfect answer to the few carping critics of admissions increases (small as they have been), because where can the amusement-seeker get more for his money than in this lavish, colorful, laugh-getting, eye-caressing parade of tip-top screen entertainment?

BOX-OFFICE SLANT: Almost perfect follow-up to "Wonder Man" and should better grosses for that attraction at every situation.

Cast: Danny Kaye, Virginia Mayo, Vera-Ellen, Steve Cochran, Eve Arden, Walter Abel, Lionel Stander, Fay Bainter, Clarence Kolb, The Goldwyn Girls and others. **Credits:** Produced by Samuel Goldwyn. Directed by Norman Z. McLeod. Adapted by Don Hartman and Melville Shavelson. From a screenplay by Grover Jones, Frank Butler and Richard Connell. Based on a play by Lynn Root and Harry Clork. Gregg Toland, director of Photography. Art direction, Perry Ferguson, Stewart Chaney, Associate—McClure Caps. Dances, Bernard Pearce. "Pavlova"—words and music by Sylvia Fine and Max Liebman; "You're the Cause of it All," "I Love an Old Fashioned Song," "Hey, What's Your Name?", "Josie," "The Sunflower Song"—music and lyrics by Jule Styne and Sammy Cahn.

Plot: An enthusiastic, but not too accomplished milk delivery man comes into prominence when it appears that he has knocked out the middleweight champion following the latter's efforts to flirt with the milkman's sister—a dancer at a night club. By working on the fellow's love for a pretty singer, the fighter's manager induces the shy and not athletic milkman to sign up to fight his way up to the championship. A series of fixed fights on the road are won by the milkman, who comes to believe that he can fight—much to the disappointment of his sister and his fiance. He does win the championship by a fluke and under circumstances as farcical as any ever happening in the history of the ring.

Comment: Sam Goldwyn has rung the bell again—but good this time, with a whiz of a show of the wholly escapist, entirely eye-filling and completely-satisfying-to-the-appetite-for-laughs variety. The attraction is sure to click in even better fashion than "Wonder Man" at all theatres where the latter picture played. Kaye has made tremendous strides forward as a screen star and unless all signs fail he will zoom up into the highest brackets as a drawing card with this handsome, diverting and excitingly colorful show. There are no exceptionally stand-out tunes, but several numbers register most pleasingly as lovely combinations of nice songs, pretty dancing and gorgeous spectacles of color and movement. Altogether this is a picture that the showman can offer to his patrons with assurances that no reasonable person anywhere can ask for more for his or her money than will blossom forth on the screen that presents "The Kid From Brooklyn." The play on which it is based is one that was done back in 1936 as a straight comedy with Harold Lloyd as the star. It's an amusing premise for a Kaye show, and that's about all that is done with the basic play—it's a mere premise for the typical Goldwyn choreography, lavish sets, pretty women and a gathering of expert and expertly-cast players. Kaye is at his best in one swell number after another. He is most ably assisted by the glittering Miss Virginia Mayo and the winsome and most capable dancing lady known as Vera-Ellen. These two appeared with Kaye in "Wonder Man" and Goldwyn has made no mistake in preserving the winning combination of this facile triumvirate. Excellent performances are given by several others, most notably by Walter Abel as the fast-talking fight manager. Abel is by way of being, perhaps, the surest bet in all Hollywood for a comedy role of this type. Eve Arden, Fay Bainter, Lionel Stander, Steve Cochran and Clarence Kolb, among others are splendid in their roles. So far as the Technicolor direction and photography is concerned, we've never seen any better, more "true" color on the screen, and perhaps never such ingenious and tasteful use of color for costuming, sets and lighting. "The Kid From Brooklyn" starts getting its laughs early in the game—a tremendous factor for the success of any comedy in the theatre. It goes on getting laughs, delighting with its carefree air of jesting and its spectacular beauty of girls, costumes and settings. Here's a show for the showman to go to town with in bringing 'em in and showing 'em a good time for their money.

The Notorious Lone Wolf

Columbia Comedy-Drama 64 mins.

AUDIENCE SLANT: (Family) This entry in the Lone Wolf series is acceptable entertainment for all types of audiences.

BOX-OFFICE SLANT: Heads a double bill program in a New York chain theatre but it is not strong enough for that elevated category in most spots.

Cast: Gerald Mohr, Janis Carter, Eric Blore, John Abbott, William Davidson, Don Beddoe, Adelle Roberts, Robert Scott, Peter Whitney, Olaf Hytten, Ian Wolfe, Edith Evanson, Maurice Cass, Eddie Acuff, Virginia Hunter. **Credits:** Screenplay by Martin Berkeley and Edward Dein. Adaptation by Garrett Graham. Story by William J. Bowers based upon a work by Louis Joseph Vance. Produced by Ted Richmond. Directed by D. Ross Lederman. Photography, Burnett Guffey.

Plot: Gerald Mohr returns from combat duty prepared to take up where he left off with Janis Carter when he is questioned by detectives about the disappearance of a fabulous jewel. In the usual formula he and the ever faithful Eric Blore recover the jewel for the police.

Comment: Although this story follows the Lone Wolf formula it is much better than most of its predecessors. The comedy is sly and deft and performances are commendable. Gerald Mohr is sufficiently suave, Janis Carter is sufficiently beautiful and exhibits a fine sense of comedy and Eric Blore exhibits his usual propensity for buttling in the accepted movie style. Producer Ted Richmond has given the picture a goodly share of production values and Director Lederman has handled his cast with a light touch. The picture is good entertainment but not sufficiently strong to lead double bills in most situations.



HOSTS CRITICS. Lauritz Melchior, opera and MGM star, was guest of honor at a reception to movie critics at Loew's Theatre by invitation of George Peters, manager, when the star's concert tour brought him to Richmond, Va. Shown here with Melchior (right) and Mrs. Melchior are Mischa Moody, local impresario (left) and Peters.

You Can't Do Without Love

Columbia Comedy with Music 74 mins.

AUDIENCE SLANT: (Family) Just a fairly entertaining story. Audiences not too fussy about credibility probably will like it.

BOX-OFFICE SLANT: Unknown players make it another candidate for double-bill programs.

Cast: Vera Lynn, Donald Stewart, Mary Clare, Frederick Leister, Phyllis Stanley, Cyril Smith, Richard Murdoch, Mavis Villiers, Peggy Anne, Jeannette Redgrave. **Credits:** Screenplay by Howard Irving Young and Peter Fraser from a story by Peter Fraser. Directed by Walter Forde. Photography, Otto Heller.

Plot: Vera Lynn tries to get an audition from Donald Stewart, a British government official and former theatrical producer. She meets him when Stewart's wallet is planted on her and it develops that Stewart is in possession of a valuable painting which crooks are trying to steal from him. Vera sings at a charity affair so that Stewart can hear her, but he becomes involved with the crooks. Eventually everything straightens out satisfactorily.

Comment: This evidently is British made, by an all-British cast, with the dialog sometimes unintelligible. The cast performs fairly well in spite of the incredible story, with Vera Lynn revealing a surprisingly throaty, melodious singing voice. The music is pleasant and some other entertainment during the charity affair is very good, but the direction or story, or both, permit the entertainment to interrupt action so that the tenuous thread of story is lost at times. As a whole the film is just fair entertainment suitable as the lower half of double-bill programs.

The Outlaw

United Artists Outdoor-Action 115 mins.

AUDIENCE SLANT: (Adult) Subject of much controversy because of some objectionable scenes, "The Outlaw" is being released for the general public with the same scenes intact. An entertaining outdoor story about Billy the Kid for those curious enough to see Jane Russell, the girl about whom so much has been written and said in the last three years, and those who like Westerns.

BOX-OFFICE SLANT: Has lots and lots of exploitable features and plenty of advance advertising. This should help, with the draw of the names, to put it across, with the possibility that it may well turn out to be one of the top grossers of the season.

(Continued on Page 26)

"TOPFLIGHT"
—SHOWMEN'S TRADE REVIEW

"FIRST RATE"
—BOXOFFICE

"AUDIENCE DELIGHTED"
—MOTION PICTURE DAILY

"TUNEPACKED"
—HOLLYWOOD REPORTER

"PRETENTIOUS"
—FILM DAILY

"WEALTH OF ENTERTAINMENT"
—MOTION PICTURE HERALD

"BIG LEAGUE"
—HOLLYWOOD REVIEW

"FAR BETTER THAN MOST MUSICALS OF BIG STUDIOS"
—JIMMY STARR
L.A. Herald Express





MONOGRAM'S

"SWING

GALE STORM PHIL REGAN
THE THREE STOOGES
CONNEE BOSWELL

and 2 Great Bands

LOUIS JORDAN • WILL OSBORNE

AND HIS TYMPANY FIVE AND HIS ORCHESTRA



Produced by LINDSLEY PARSONS & HARRY A. ROMM • Directed by Phil Karlson



PARADE of 1946

HARRY A. ROMM Production

FEATURING THE SONG THAT HIT THE HIT PARADE FOR 11 WEEKS!

"JUST A LITTLE FOND AFFECTION"

And 7 more Terrific Tunes

"DON'T WORRY ABOUT THAT MULE"
"OH, BROTHER" "SMALL WORLD"
"AFTER ALL THIS TIME" "CALDONIA"
"SUNNY SIDE OF THE STREET"
"STORMY WEATHER"





BOX-OFFICE SLANTS

The Outlaw

(*Continued from Page 23*)

Cast: Jane Russell, Jack Buetel, Mimi Aguglia, Walter Huston, Thomas Mitchell and others. **Credits:** Produced and directed by Howard Hughes. Screenplay by Jules Furthman. Photography, Gregg Toland. Musical direction, Victor Young.

Plot: Buetel, as Billy the Kid, arrives in the same town as Walter Huston, who is looking for his horse, which Buetel had stolen. Mitchell is the sheriff of the town and an old pal of Huston. Buetel and Huston become friends until Buetel steals Jane Russell, Huston's girl, then turn enemies. The picture ends with Buetel the winner on all counts.

Comment: Back in February, 1943, Howard Hughes the producer-director of this picture, took a group of trade paper representatives to San Francisco for its first showing. Much had been heard about the new names he was introducing, because of the tremendous amount of advance publicity built up around them. This was especially true about Jane Russell, whom Hughes considered his best find since Jean Harlow. The reactions, after the showing were varied, but no doubt was left in anyone's mind that this would be quite an undertaking for Hughes to put across. There were too many scenes that were questionable in regards to their passing the state censors, and most people who saw the picture wondered how these had passed the then Hays offices. Two in particular were out of line, and some of the clothes Jane Russell wore were entirely too revealing, especially for a western, or shall we say, an outdoor action picture. Back on the shelf the film was placed until Hughes decided the time had arrived for its acceptance by the censors and the general public. With a United Artist release arranged, the picture was again shown to the trade press, and this reviewer, who was one of those at the first showing, was there to see it again and determine what changes had been made. Strangely enough, very few. It is still the same, slow-moving outdoor picture about Billy the Kid, with such top names as Walter Huston and Thomas Mitchell in important feature roles. Heading the cast are Jane Russell and a new young man, Jack Buetel, who has done nothing since. One can note at once that they are both unfamiliar with camera technique, for their actions seem to be exactly what the director ordered. Both are rather attractive; Buetel in a dark and handsome way and Jane in all the ways necessary to appeal to the average male. The picture, with all its advance exploitation, and the curiosity aroused by it in the minds of the public, should prove to be one of the top grossers of the season, not only due to the exploitation and curiosity, but also because of the way the pendulum is swinging in regard to screen censorship. A number of recent films, which were originally banned by state boards, were eventually passed because of public demand.

The Wife of Monte Cristo

PRC Drama 79 mins.

AUDIENCE SLANT: (Family) A lively adventure story that should delight the action fans and thoroughly entertain all types of audiences.

BOX-OFFICE SLANT: Although there is a lack of marquee names high-powered exploitation based on the provocative and adventurous title, and favorable word-of-mouth comments should provide this film with better-than-average business.

Cast: John Loder, Lenore Aubert, Charles Dingle, Fritz Kortner, Eduardo Cianelli, Martin Kosleck, Fritz Feld, Eva Gabor, Clancy Cooper, John Bleifer, Egon Brecher, Anthony Warde, Colin Campbell, Crane Whitley. **Credits:** Screenplay by Dorcas Cochran from an original story by Franz Rosenwald and Edgar G. Ulmer. Produced by Leon Fromkess. Associate producer, Jack Grant. Directed by Edgar G. Ulmer. Photography, Adolph Edward Kull.

Plot: Lenore Aubert, Countess of Monte Cristo, takes her husband's place as The Avenger when he is wounded. She leads an underground band which raids and destroys shipments of poisonous medicine, sold to the populace as a cure-all for the plague by Prefect of Police John Loder and his partners. She is trapped and imprisoned, and Martin Kosleck (Monte Cristo) returns to save her, kills the prefect in a duel and the two leave the city together.

Comment: Probably the most ambitious production to be made by PRC "The Wife of Monte Cristo" reflects the care bestowed on it by Producer Leon Fromkess and Associate Producer Jack Grant. The film is opulent, the costumes are gorgeous and the net result is 79 minutes of good, actionful drama, based on the old Monte Cristo legend, touched up with a new twist. The acting is better than above par, with John Loder and Lenore Aubert standing out in excellent performances. The film's only weakness is its occasionally stilted dialog, but that may be an attempt to reflect the language of the times. Direction of Edgar G. Ulmer is sketchy at times, so that the film loses some of the smooth action that might have benefited it. But this is not so important a drawback when the effort is considered as a whole. For the most part, the names are not of box-office calibre, but in view of the title and the fact that the film is an adventure story with widespread appeal, smart showmen should have a field day setting up a campaign that will result in better-than-average business. Favorable word-of-mouth publicity will bring added revenue after opening day.

Blonde Alibi

Universal Mystery 62 mins.

AUDIENCE SLANT: (Family) Just a fair attraction as a dual feature. Mystery fans may be drawn by that angle, but will find the mystery easy to solve.

BOX-OFFICE SLANT: Play up the mystery angle. Martha O'Driscoll's name may cause some interest.

Cast: Martha O'Driscoll, Tom Neal, Donald MacBride, Robert Armstrong, Samuel S. Hinds, Elisha Cook, Jr., Peter Whitney, Oliver Blake, John Berkes and Matt Willis. **Credits:** Directed by Will Jason. Produced and written by George Bricker. Based on an original story by Gordon Kahn. Photography, Maury Gertsman. Executive producer, Ben Pivar.

Plot: Suspected of the murder of a wealthy doctor is his girl friend who is leaving for South America to meet her true love, a flier. Then suspicion concentrates on the flier who, it seems, has been in the city all the time after having been released from a jail sentence. Other suspects: a cabbie, a small-time thief and a half-blind scientist. Eventually the real killer is trapped and the girl and flier happily reunited.

Comments: "Blonde Alibi" is weak on all counts, with the obvious solution apparent to the audience long before the climax. Martha O'Driscoll and Tom Neal, as the romantic leads, show no enthusiasm in routine performances. John Berkes is outstanding as a small-time thief, and Donald MacBride and Peter Whitney are efficient as the detective inspector and his aide. The film can only be recommended as a dual feature with a strong main attraction, best suited for the mystery fans.

. . . NEWSREEL SYNOPSES . . .

(*Released Saturday, March 23*)

MOVIETONE (Vol. 28, No. 58)—Peron elected President of Argentina; Churchill in New York calls for U. S.-British ties; Cardinal Glennon Goes to his final resting place; UNRRA food for hungry Europe; Surplus Army guns stored in plastic spider webs; St. Patrick's Day; American Bowling Congress opens; Tricks with cue stick; Philadelphia Athletics train.

NEWS OF THE DAY (Vol. 17, No. 256)—Police guard Churchill in New York; Marshall reports on China; Hoover flies to Europe; Russian tanker rescued; Mystery fire sweeps liner Queen Elizabeth; Hollywood Pied Piper leads stocking stampede; Girl pool champ; Keglers bowl them in; Athletics in spring training; Last rites for Cardinal Glennon (St. Louis only).

PARAMOUNT (No. 59)—World Series of bowling; Princess at England's West Point; Marshall report on China; Hoover surveys food situation in Europe; Agha Khan worth his weight in diamonds; Peron wins Argentine election.

RKO PATHE (Vol. 17, No. 61)—General Marshall home from China; Churchill and Byrnes in stern talk; Mrs. Atlee at home; GI show at Pyle Theatre; Argentina's crucial election; Record of sun's upheavel.

UNIVERSAL (Vol. 19, No. 486)—Churchill gets big hand in New York; Blaze sweeps German liner; Hoover off to combat famine; Hosiery handicap; Irish honor St. Patrick; Philadelphia Athletics train; Bowling Congress underway; Woman trick pool player.

(*Released Wednesday, March 20*)

MOVIETONE (Vol. 28, No. 57)—Manchurian City during crisis of Red occupation; General Motors strike settled after 113 days; A Pacific Island is born, erupting out of sea; Holiday carnivals recapture gaiety of peacetime; Ravaging Cougars captured alive in mountain hunt; Spring fashions; Fishing in New Zealand; Australian display of horsemanship.

NEWS OF THE DAY (Vol. 17, No. 255)—First films of Russian troops in Mukden; Volcanic isle rises in Pacific; Europe revives gay carnivals to dispel gloom of world; Auto strike ends; Louis-Conn fight preview.

PARAMOUNT (No. 58)—Island out of the sea; Churchill pays homage to Roosevelt; Russians leave Mukden; Senator Connally discusses problems of Big Three; Ghost ship comes home; Louis and Conn is battle of the century; Bowling's electric pin setter.

RKO PATHE (Vol. 17, No. 60)—First report from looted Mukden; 113-day General Motors strike comes to end; New volcanic island rises from the sea; Churchill gives last tribute to F.D.R.; Dam brings vital power to France; Army demobilizes smallest train.

UNIVERSAL (Vol. 19, No. 485)—Reds withdraw from Mukden; Churchill at F.D.R. grave; New isle appears off Japan; 21 dead in Italy Ammo blast; Navy ship used as barracks; Panama whoops it up; Novel car is hobby oddity; "Man-O-War" has birthday.

ALL-AMERICAN (Vol. 4, No. 179)—Confederate veteran is 110; New American envoy to Liberia sworn in; Pup likes Louisville cop, so becomes police dog; Personality in the news; Joe Louis trains for fight at West Baden, Ind.; Lolypop goes to Washington.

M'Crea in 'Fugitive,' Second Sherman Film

Joel McCrea will star in a $2,000,000 Enterprise Productions version of the *Saturday Evening Post* serial "The Fugitive" by Eugene Manlove Rhodes. The film will be the second on the production schedule of Harry Sherman who is now readying Luke Short's American epic "Ramrod" for a mid-April start.

Roberts Back to WB

Byron Roberts, after three and a half years in the AAF, returned to Warner Bros., as an assistant director. His first assignment will be "Cheyenne."

Reed Opposite Stewart

Liberty Films has signed Donna Reed to appear opposite James Stewart in the RKO release, "It's a Wonderful Life."

SELLING THE PICTURE

Try This Theatre-Radio Tieup

A 15-minute program entitled Pick the Hit is being broadcast daily over station CJAD, Montreal, through a tieup between the Imperial Theatre and the station. Three tunes are played, with participants deciding in which order they are most popular. The tune receiving the largest number of choices in letters to the station is the winner. The best letter is chosen, and if the writer's choices agree with the majority, he or she wins $5 and two theatre tickets. If the winning letter is not in accord with the majority choices, the writer receives the two tickets, but the $5 is held over until the next day. Interspersed between numbers on the program are plugs on the films showing at the Imperial.

Radio, Co-op Ads Sell 'Abilene' in Norfolk

A radio audience participation show, cooperative newspaper advertising and timely Valentine's Day windows together with window displays on books and other merchandise, highlighted the exploitation campaign essayed by Manager Charles Yerbey for his showing at Loew's State Theatre, Norfolk, of Jules Levey's "Abilene Town," a United Artists release.

The radio show was broadcast from the stage of the theatre by Joe Brown and his radio Gang via station WRVA, with contestants vieing for prizes. Nylon hose offered for the feminine winners caused considerable interest. Children were awarded cash prizes. Stations WGH and WTAR ran special transcriptions three days in advance of opening.

Cooperative advertising on Coro Jewelery and McGregor shirts was carried by Norfolk newspapers with Schneer's jewelry store and Ames & Brownley sponsoring.

Special music displays for the United Artists film were set up in the windows and inside the stores of W. T. Grant, Woolworth's, the Mozart Music Shop, Stagg Piano Company and the Tidewater Music Company. The Grosset and Dunlap edition of "Trail Town," the book from which the picture was adapted, brought window displays in W. T. Grant, Kresge, Terrie Paper Company and the Atlantic Book Store.

Valentine's Day window displays and others in men's clothing and hat stores also were arranged and leading hotels displayed special standees in their lobbies. A 22-foot sign was displayed across the front of Henderson's, largest newsstand in Virginia, plugging the book and the film's playdate at the State.

A street ballyhoo consisting of an automobile plastered with stills from the picture toured Norfolk's streets to round out the campaign.

Contest Plug 'Whistle'

Among the stunts arranged by Paul Morris, United Artists publicist for "Whistle Stop" at Loew's Poli, Hartford, was a Guess Who contest in the Hartford *Times* in which contestants were asked to identify the names of girls with George Raft in a series of daily published photos. Guest tickets went to winners. A whistling contest via station WTHT was another highlight of the campaign.—HA.

Pic-Tour Ad as 1-Sheet

A two-color one-sheet reproduction of RKO Radio's Pic-Tour of the Month advertisement, now appearing in the March 11 issue of *Life* and the April issue of *Woman's Companion*, is now available for exhibitors to use in lobby displays. It is planned to issue a similar one-sheet on each of the company's future Pic-Tour magazine ads.

70 Million Readers for Universal's 'My Love' Ads

An advertising readership in excess of 70 millions is claimed for the campaign about to start for Universal's "So Goes My Love," starring Myrna Loy and Don Ameche and produced by Jack Skirball and Bruce Manning.

Full page, two-color ads will appear in *Woman's Home Companion, Redbook, Time, Life, Look, Good Housekeeping, Motion Picture, Movie Story, Screenland, Silver Screen, Movie Show, Movie Life, Movies, Movie Stars Parade, Photoplay, Movieland, Modern Screen, Screen Guide* and *Family Circle*.

Star, Player Mats Ready

An Editor's Service consisting of a large selection of one-column and thumbnail mats of leading RKO Radio players is being issued by the company's press department. It is available on request so as to be readily on hand to illustrate shorts and feature stories.

RKO-Decca Virginia Tieup Aid to Future Playdates

Starting with the opening of "The Bells of St. Mary's" at the Byrd and State theatres, Richmond, RKO Radio pictures will benefit by a tieup between R. Corvina, Decca Records distributor, and RKO Radio Field Exploiteer Douglas Beck. In Richmond, 11 music stores offered window displays on "Bells," also three stores in nearby Petersburg. Cooperative ads in four Richmond papers will be paid for by Decca and its retail outlets.

Fifty Decca albums of Crosby records were contributed for use in two radio contests: one broadcast for two weeks, around the clock, over station WLEE, called "Bing Crosby Sings," offering 25 albums plus $50 cash for the best letters on "Why I Should See Bing Crosby in 'Bells of St. Mary's'"; the other, over WRVA, gave away 25 albums for the best letters on "Why You Are Glad You Are You," with the song of that name featured.

In addition, a Richmond department store, working with Beck, set up a series of newspaper cooperative ads.

Window displays and cooperative ads on "Bells" are certain in the smaller communities through the Decca distribution, which controls 235 outlets throughout Virginia.

Start 'Bells' Campaign

Every RKO Theatre in Brooklyn and New York now has a bell-shaped sign on the sides of the box-offices stating the fact that the theatre doors will be opened at 9 a.m. starting April 22nd when "The Bells Of St. Marys" opens.





FANTASTICALLY LAVISH WINDOWS. These examples of the eight almost fantastically lavish windows that were set up in Fifth Avenue's fashionable Bonwit Teller store in New York have attracted widespread attention to United Artists' forthcoming release of "Caesar and Cleopatra." The displays were the focal point of the store's cooperative campaign to push its wares and the film, and included interior displays on each floor in the building and announcement displays in each of its elevators. A full-page advertisement in the New York Times and a boxed ad calling attention to the larger one also were part of the important promotion. The very lavishness of these displays in which the store plugged its "Night-on-the-Nile Nighties" and hieroglyphic jewelry in honor of the film, indicate the value attached to it by the store. Considerable time in advance for arrangements with stores in other cities will be required to duplicate the promotion, set in New York by Leon Brandt of United Artists' home office staff.

SELLING THE PICTURE

Ingenuity in Selling Copy Marks Programs of Borland

Chicago Showman Holds Public's Patronage by Front-Cover Messages

There are theatremen who budget a certain amount of their advertising expenditure for programs without taking the trouble to see that the programs do an effective job of selling the theatre and its attractions. The money these theatremen spend is not returned in the form of better business simply because little or no ingenuity is exercised in the preparation of program copy. Attractions, playdates and perhaps times of shows are listed each week, but that "certain something" to maintain interest in the program is missing.

Contrast the foregoing theatremen with those constantly striving to make their programs accessories that patrons will read, keep and act upon. They spend their money for programs, too, but they get it back—and more—in extra returns at the box-office because they make every effort to point out the advantages of their theatres and their attractions. They utilize a portion of the program—be it front page or back—to address their patrons through "personal messages."

An example of the latter type of theatreman is Hugh Borland, manager of the Louis Theatre, Chicago. Without any particular attention on Borland's part, other than the listing of his attractions for the week, his program could easily be just an ordinary affair. But such is not the case. Borland is always utilizing the front page of his program to tell his patrons about the Louis, to remind them of its advantages as an entertainment center, to call attention to specific features he wishes to emphasize. A few pront-page messages, taken at random, are reprinted below:

"PLEASING YOU—Pleasing you is the motto of your theatre. The Louis is always ready and willing to serve its patrons in every respect. It is our aim that every patron on entering the Louis feel relaxed and at ease, just as they would go about their own home in the course of their daily routine. Our features and their surrounding programs are centered around your every desire and want. If there should be some particular want of yours, your suggestions toward filling that want are heartily welcomed by us. Pleasing you is pleasing us. Attend the Louis regularly."

"STARS OF TOMORROW—During the coming months we are going to show many good pictures. They have been made from novels which entertained millions, and from magazine serials which gave many weeks of pleasure to readers. These pictures have no big stars—but they have actors and actresses who will be the stars of tomorrow. So, just a tip for the future: don't disregard a picture simply because it has no popular star in the leading role. You may be robbing yourself of truly splendid entertainment."

"LOST AND FOUND DEPARTMENT—It is our sincere desire that our Lost and Found department may be able to render real service to you. During the course of a week many and varied articles of wearing apparel, jewelry and miscellaneous belongings are lost by Louis patrons on the floor of this theatre. These articles are gathered up by the janitors when the house is cleaned and then turned in to our Lost and Found department. It affords us great pleasure to be able to return every lost article to its rightful owner, so do not hesitate to inquire in case you may have lost, or think you may have lost, some of your personal belongings in this theatre. On behalf of the Louis staff I can pledge our utmost cocperation in endeavoring to return your property to you."

"A NECESSARY INSTITUTION—Did you ever stop to think about the importance of the motion picture theatre? The motion picture theatre provides a place of amusement for the boys and girls that cannot be duplicated. Think what would happen if the theatres in your locality were closed. What would the young and old people do with their idle time? At the motion picture theatre young people see pictures that stress the moral values of life. Take away the motion pictures and young people would be forced to devise new forms of amusement. Would they be as safe as motion picture amusement?"

"TASTES DIFFER—Do you like western pictures? If you don't there are many hundreds of thousands of moviegoers who do. Do you like love stories? If you do, there are many hundreds of thousands who don't. You must always remember that tastes differ in movies as well as in clothes, autos and the other important things that go to make up our daily lives. Remember, we are always trying to please the biggest majority. We do this by providing a variety of movies—dramas, comedies, westerns, romances—something for everyone. Tastes differ . . . and we are always trying to please YOU—and YOU—and YOU!"

ARE YOUR ARCHES FALLING?—Is your spine giving away? Ah! Too much Christmas shopping. But don't worry. We've a sure cure for you. A tonic that'll pep you up and fit you for tomorrow's assault on those crowded counters. Just a regular series of visits to the Louis Theatre where our pre-Christmas Jubilee Joy Shows will provide just the relaxation you need. A dazzling array of really important pictures especially selected for December because they radiate the joyous spirit of the day."

Besides the foregoing messages (which, by the way, are only a few of the hundreds Borland writes), the Louis management uses various and sundry means of arousing his patrons' curiosity. For example, he may cover the front page of a program with several question-marks and the admonition to "watch this page next week." On the following week he printed an important announcement upside down, then asked patrons to "turn this page right side up for the message below and it will reveal the question-mark mystery." To advertise a serial, this copy was used: "Over back porches, counters, bridge tables, cooking stoves, typewriters, ironing boards and dinner tables they're all telling you not to miss a single chapter of our new first-run, action-packed chapter-play 'Belle Star, Reporter,' etc."

If other showmen would take as much care in the preparation of their programs as Borland, they'd find a greater demand for them and an ever-increasing line at the box-office.



THE REAL THING. To exploit the showing of Universal's "This Love of Ours" at the Granada Theatre, Kansas City, Kans., Manager Charles W. Barnes, Jr., arranged the display shown above with a local furniture dealer. Barnes' assistant, Bob Hockensmith, designed the large picture frame in which a real live model was seated. Theatre credits (not shown) were on card in front and to right of the display.

Striking Bdwy. Front on 'Tomorrow Is Forever'

A sign, 154 ft. long and 30 ft. high, the product of the publicity and exploitation staff of RKO Radio, in cooperation with International Pictures and theatre staff publicists, covers the entire front of New York's Winter Garden Theatre, transforming it into an eye-catching display for the current engagement of International's "Tomorrow Is Forever." With 8-foot high letters, wired to twinkle, spell, flow or bombard, the sign spells out the title and star names.

Over 3500 15-watt lamps are used in addition to 2000 feet of fluorescent tubing.

'San Antonio' Costumes Sell Film for Ackery

A strong ballyhoo campaign on Warners' "San Antonio" was staged by Ivan Ackery, manager of Famous Players' Orpheum Theatre, Vancouver.

Highlight of Ackery's promotion was special "San Antonio" costumes which were worn by his usherettes two weeks prior to the opening. Thousands of heralds were distributed in Vancouver through a tieup with *Liberty* magazine, and special newspaper advertising and radio time augmented Ackery's activities.



GETS ATTENTION. This window display on "Spellbound" indicates the importance attached by merchants to motion picture tieups as attention grabbers. Display was set by J. G. Samartano, Loew's State Theatre, Providence, in Liggett's and ties up with the book. Other merchandise is placed close to the display, benefiting by the attention value of the film's exposition.

Sensational

First 13 dates bigger than "Dolly Sisters"! Same cities, same houses, same days! Miami, Kansas City, Denver, Salt Lake, Philadelphia, St. Louis, Everywhere!

3rd "Sensational" week at the Roxy, N. Y. C.!

20th CENTURY-FOX



YOUR BIGGEST PEACE-TIME JOB! THE RED CROSS DRIVE—MARCH 20th to 26th!

SELLING THE PICTURE

Exploitation Campaign of the Month

February 1946

CINDERELLA JONES

(Warner Bros.)

Newspapers, Radio, Stores Accept Cinderella Contest

When the Warner home office publicity crew made a deal with a plastic manufacturer to make real glass slippers, the heat was on for the idea they had conceived to exploit the company's "Cinderella Jones." Enough slippers were made to enable the Warner field publicity men to stage "Search for Cinderella" contests in key spots throughout the country, with contestants required to try on the glass slippers and aspiring misses promised just about everything they could promote in the way of gifts and entertainment should they be winners in the various contests. Details were changed slightly to fit situations in each locality. The series of campaigns aroused so much enthusiasm that a panel of judges has grouped the campaign reports and selected them for SHOWMEN'S TRADE REVIEW as the Exploitation Campaign of the Month for February, 1946.

Details of early campaigns from the New York Strand; Warner, Memphis; Strand, Hartford; Strand, Albany; Broadway, Lawrence; Orpheum, Des Moines, Roger Sherman, New Haven; Warner and Merritt, Bridgeport; Capitol, Winchester, Va.; Palace, South Norwalk; Warner, Los Angeles; Tivoli, Frederick, Md., indicated the opinion of managers and publicity men that here was an idea they could get their collective teeth in. And bite on it they did.

Albany Campaign

The campaign essayed in Albany by Leo Rosen, manager of the Strand with the cooperation of Charles Smakwitz, assistant zone manager of Warner Theatres, and his assistant Jerry Atkin, was typical of all of the campaigns and it started with a deal made by the showmen with the *Knickerbocker News* to cooperate with them in publicizing their "Search for Cinderella." Then they tied the stunt up with the W. M. Whitney & Company department store for a new wardrobe for the contest winner. Arrangements were made with hotels, night clubs and other entertainment facilities to entertain the new Cinderella whose foot would fit the glass slipper. Then the boys really got busy.

With the first publicity breaking in the *Knickerbocker News*—a general story telling about the entire stunt, including the department store tieup, the entertainment scheduled, and all other details of the contest and reference to the finals to be held on the stage—a trailer appeared on the screen of four local Warner theatres headed "Who Will Be Cinderella Jones for a Day?"

A lobby display was set up in the Strand and duplicated in the other Warner houses in Albany with a 40x60 display in front of all theatres.

Following the first story, which appeared a full week in advance of the showing, the *News* gave the contest its fullest cooperation; using at least two columns each day, with two columns of art, and continuing for 12 successive days! Personality stories about the winner, what she did as Cinderella for a Day, how she felt about the whole thing, etc., followed for three more days! This was newspaper cooperation showmen dream of.

Radio stations became interested in the event from a human interest point of view and broadcast daily announcements, timed with the newspaper breaks, and both stations eventually interviewed the winner on 15-minute programs.

Store Cooperates

The W. M. Whitney Store, having decided to cooperate on the campaign, did it wholeheartedly and at the campaign's conclusion expressed its complete satisfaction with the results.

The store set up a shoe window display, furnished $250 worth of wearing apparel, placed setpieces and signs throughout the store, used a music window display featuring the Cinderella Waltz Album, devoted time on its own radio broadcasts to the contest, and bought one full-page ad and one quarter-page ad in the *News* about the event. The smaller display was by arrangement with Warner's home office and showed a large photo of Joan Leslie congratulating the store for its part "in making Albany's Cinderella's Fashion Dreams Come True." This ad ran the day of the finals and urged readers to see Cinderella crowned that night.

Prince Charming Cavalcade

Just when the first newspaper stories were breaking, a modern pumpkin jeep, decorated with signs pertaining to the contest, toured streets, visited plants, schools, state office buildings, etc., in search for Cinderella. The Prince Charming who handled the cavalcade stopped at important, busy spots and police were called to keep order as women took off their shoes to try on the glass slipper. A p.a. system on the jeep kept the large crowds apprised of the happenings. Approximately 2400 women tried on the glass slipper in Albany.

When Cinderella was finally chosen, here is what the Albany publicity crew had mapped out for her, with all of the events covered by

(*Continued on Page* 31)



Jim Barnes of the Warner Theatre, Memphis, arranged a Cinderella Ball, in cooperation with a local school, to which winner of the local contest was conveyed in a jeep, converted into a Cinderella slipper. After the ball, Cinderella and her court were guests of the theatre at the Hotel Peabody.



Prince Charming Cavalcade aide tries glass slipper on one of the more than 2400 Albany women aspirants in the Cinderella Search held in conjunction with the film's showing at the Strand Theatre. Cavalcade traveled all over city visiting plants, schools, office buildings, etc., creating interest in the film.



More than $500 in merchandise, promoted from 16 merchants, went to the Cinderella Jones of Lawrence, Mass., in the contest conducted by M. Melincoff, Joe Liss and Jack Melincoff of the Warner Theatre. Finals of the contest were held on the stage in front of the 24-sheet poster shown here, with the starting date prominently displayed.

SELLING THE PICTURE

Newspapers Best Bet For Stranger's Exploitation

Concentrated attention paid to feature films in five Westchester County newspapers has been augmented by coverage in a new publication, the White Plains *Shopper*, by Michael Stranger, manager of Loew's State Theatre, White Plains, on the theory that paid advertising coverage and resultant publicity in the new publication is better insurance of herald distribution than could be obtained otherwise.

In publicizing two double feature shows, "What Next, Corporal Hargrove" and "One Way to Love" and "Masquerade in Mexico" with "Hold That Blonde" Stranger followed up his newspaper coverage with a series of stunts via radio, windows, ballyhoo, etc.

For the "Hargrove-Love" combination Stranger took advantage of a local angle by inviting the parents, brothers and sisters of Marguerite Chapman to the theatre and had the event covered by local newspapers. Radio station WFAS put on a 15-minute quiz program and telephone cards were hung around mouthpieces of booth phones announcing the "right time to see Marguerite Chapman in 'One Way to Love'".

The "Masquerade Blonde" combination show campaign was highlighted by a newspaper contest in which readers were asked to identify stars and names of pictures in five stills which appeared for five consecutive days with guest tickets to winners.

A 15-minute radio quiz program and two full music window displays were other features of the campaign.

Higley and Canaries

A neat exploitation stunt was pulled by Howard Higley, manager of the Allen Theatre, Cleveland, in connection with the theatre's recent presentation of "Enchanted Forest." During the noon hour on Saturday, he persuaded Burton's Canaries, currently playing at a popular cafe, to put on a show in the Allen foyer. Plenty of youngsters were drawn into the theatre by this stunt.—CL.

La Junta Rides Again

"Everybody riding to the theatre on a horse will be admitted free," was the way Bob Wilson, La Junta, Colo., city manager for Fox Intermountain Theatres, plugged the showing of Warners' "San Antonio." Residents of La Junta and the surrounding area took him at his word and the horses nearly stopped traffic on that town's main street.

Show and Store Join To Entertain Juveniles

A local department store and a first run theatre teamed up in Columbus this week to combat juvenile delinquency by giving teen-agers an outlet for their Saturday morning energies.

Loew's Ohio Theatre, together with the Lazarus store, got together to stage a one-hour show by junior and senior high school students. Called the Hi-Jinx, it consisted of all-amateur youngster talent and ran from 10 a.m. to 11 a.m., from the stage of the Ohio with a 30-minute airing over WCOL. More than 1400 teen-agers attended. Lazarus took ads on the theatre pages of the dailies to announce the show, which was staged through the cooperation of Lazarus' advertising director, William Miller, and Arthur Egberts, Loew's Ohio manager.

150 Entries in Saunders' 'Doll Face' Contest

A "Doll Face" contest in which the Bridgeport *Post* cooperated was used by Matt Saunders of Loew's Poli Theatre, Bridgeport, Conn., to draw attention to the showing of 20th-Fox's "Doll Face." A search was conducted for the local "Doll Face" most proficient in singing and dancing.

Following the audition trials, the finalists appeared on the stage during the evening performance of the picture on opening day. The winner was awarded a week's engagement at a local night club.



COHN'S COLORFUL LOBBY DISPLAY. This unique and colorful lobby display was arranged by M. D. (Babe) Cohn, manager of the Newman Theatre, Kansas City, for Warners' "San Antonio." Usherette standing at left gives an idea of the size of the enormous photographic display, which gives onlookers an impression of the massiveness of the film. The cut-out enlargement of Errol Flynn and Alexis Smith also imparts something of the breezy touch of some of the sequences. At far right is a registration book for San Antonio visitors visiting Kansas City who desire to become members of the Deep in the Heart of San Antonio-in-Kansas City Association, an adaptation of the stunt which proved so successful in New York City's opening of the film.

Cinderella Contest Is Widely Accepted

(*Continued from Page* 30)

reporters and feature writers of the *News*:

A suite at the DeWitt Clinton Hotel was promoted for complete use day and night and, believe it or not, upon awakening a maid served Cinderella with breakfast in bed. And the newspapers printed that!

Early in the morning the pumpkin jeep called for Cinderella and took her for a visit to the mayor and then to the Whitney store where she selected her wardrobe, followed about by enormous crowds. She visited the *News* and then was hostess to the six contest runners-up at luncheon.

After lunch a visit to the hairdresser was followed by radio interviews. Then a tea in the DeWitt Clinton Hotel's Cinderella Suite for the press was followed by dinner with Prince Charming at the Crystal Room. She attended a performance of "Cinderella Jones" at the theatre, was again introduced from the stage, had supper at the Town House which included champagne and all the elaborate trimmings of a state dinner and at the stroke of midnight the orchestra struck up the Cinderella Waltz with the winner and Prince Charming leading on the dance floor.

While campaigns in some of the other cities were not as elaborate as that in Albany, several introduced notes not included there. For instance, winners of contests in towns near New York City were sent on an all-expenses-paid visit to the metropolis where they met Orrin Tucker, whose band was playing at the Strand in conjunction with the film's presentation.

The Warner Theatre, Lawrence, promoted a double truck of advertising from 16 merchants who contributed in excess of $500 of merchandise to the winner. The Roger Sherman Theatre, New Haven, promoted a radio station and a department store to cooperate in picking a winner. The Warner and Merritt theatres, Bridgeport, had to use the city's largest ballroom for contest preliminaries, with finals on the stages. The Capitol in Winchester, Va., worked with the J. C. Penney store which set up a judging booth in the store with gift of a complete ensemble to the winner. In New York City, famous Conover Models whose names are Joan formed the "Cinderella Jones Home Before Mid-Night Club," with Joan Leslie elected national president and one of the models selected president of the New York Chapter. They pledged to be home before midnight, to avoid wolves, to warn each other about other wolves, to always carry mad money and to beware of the long way home. The gag got plenty of space in the New York press.

As reports continue to come into the Warner home office the pattern is repeated. Theatres all over the country are conducting "Search for Cinderella" contests with the cooperation of newspapers, radio, department stores, hotels, night clubs and others anxious and willing to cash in on the "natural" stunt. That the theatres cash in, too, follows in natural sequence.

Magazine Ad Tieup Set For Joan Crawford

An advertising tieup involving national magazines with total reader circulation of more than 130 million, believed to be the biggest promotion of its kind, has been set for Joan Crawford, who recently won the Academy Award for her performance in Warner's "Mildred Pierce."

Deal involves full-page ad in color, with only a few words of commercial copy in the lower right-hand corner of the page and all the remaining space devoted to a head portrait.

The ad already has been appearing in magazines and Sunday magazine supplements.

SELLING THE PICTURE

'Scarlet' Exploitation Tells Who, What, Where, When

That Universal's "Scarlet Street" has been running into trouble with the censors in various spots and that reports of suits, negotiations, etc., beween the producer, distributor, censors, etc., have been reported in an eagerly awaiting press cannot be denied, even if the producer-distributor group would want it denied, what with a free press, screen and freedom of expression involved.

Regardless of the issue of freedom or whatever any of the litigants are most interested in, "Scarlet Street" has become a *cause celebre*, so to speak, in the motion picture business, and has been reaping the usual good box-office results of that kind of controversy.

Because of this fact the only problem apparently confronting exhibitors who have contracted to show the film is letting the local public know that it *is showing*. In other words, apparently there is no necessity now to sell the picture through the usual channels of exploitation. Just let them know it's playing at the Blank Theatre and step aside to let them in.

This premise is as much of a fallacy as the one held during the lush days of the war to the same effect, originally attributed to a smart showman, who stated that he could open any store, put in some seats, tell the public he had a show (any show) and then step aside before he was trampled to death.

Showmanship still counts, as evidenced by some of the top showmen of this country who are "selling the picture" in no unmistakable terms in connection with "Scarlet Street."

Witness: The Indiana Theatre, Indianapolis; Two free radio programs on WIRE and WIBC. One propounded questions about films containing the name of a street in titles. The other ran a contest by its Man in the Street asking quesions about the identification and description of streets such as State Street, Chicago; Beale Street, Memphis; Peachtree Street, Atlanta; with tickets to see the film to winners in each contest. The Rialto Theatre, Louisville ran contests on two radio programs on the same questions.

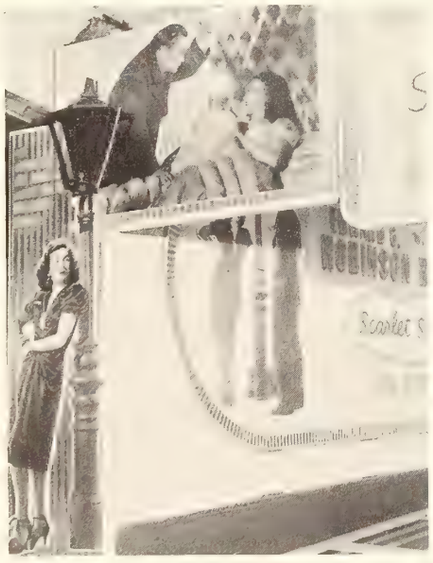
The Regent Theatre, Springfield, Ohio tied up with the Honig Specialty Stores using the transparent plastic raincoat worn by Joan Bennett in the picture. Through the store's outlets all over the country this resulted in window displays and cooperative newspaper ads, and redounded to the film's benefit.

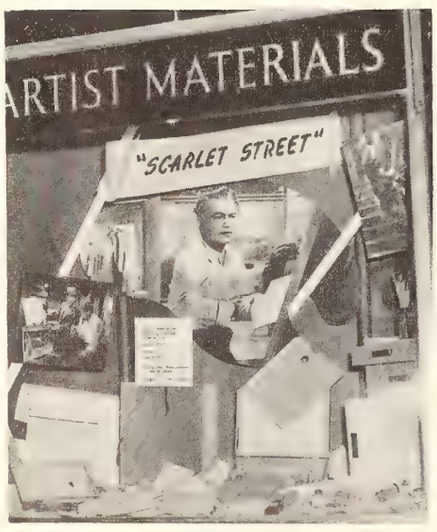
The J. J. Parker Broadway Theatre, Portland, Oregon, really went to town on the film when they arranged for an ordinary street car to carry illuminated signs. The trolley ran the length and breadth of the city and its suburbs carrying the story of "Scarlet Street." Another highlight of the Portland campaign was the decoration of the city's lamp-post signs with overlays just stating "Scarlet Street." That this hopped up the townspeople, indignantly or otherwise cannot be denied. Radio programs on two stations, 5000 "Lazylegs" throwaways and special cut-outs in the theatre itself added impetus to the campaign.

The Manos Theatre, Uniontown, Pa., used station breaks, promoted spot and 15 minute announcements about "Scarlet Street" to sharpen local appetites and built a false front to let the townsfolk know where it was playing. Setpieces, 24-sheet posting, 6000 heralds, a display at the bus terminal, banners on news stands, and want ads in personal columns of the newspapers rounded out the campaign.

New York's Criterion used promoted radio programs galore, a special front, spot art windows containing enlarged stills of Edward G. Robinson as an artist at his easel, and a special 6 x 9-foot illuminated display inside the theatre, well in advance of playdate, using figures from a stock 6-sheet.







THIS IS HOW. Sensational ballyhoo for Universal's "Scarlet Street," (top) launched with an illuminated trolley car that traversed the streets of Portland, Oregon in connection with the film's showing at Parker's Broadway Theatre. Ballyhoo was set by Jack Matlack of the theatre circuit and Earle Keate, northwest exploiteer for Universal. Left photo shows a typical front treatment as shown at Loew's Criterion, New York. The lamp post reflected a red light! Artists materials tieup in a New York window display is shown in photo at right.

Choose Personnel with Eye to Potentialities

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hibitor's time to train and to promote to higher jobs.

In addition to training the new employe it is well worth any exhibitor's while to realize that he must not lose sight of his employes' future. The adoption of the seniority system of promotion, providing the employe with the greatest seniority of which he is capable, is bound to build morale in any organization. And good morale is bound to promote the cheerful smile or pleasant good evening that helps to put dollars into the box-office rather than the frown or surly answer from the disgruntled employe that diverts box-office cash to the competitor.

The theatreman's burden can be lessened, his overhead reduced and his organization built to a status of which he may well be proud if he exercises considerable initial care in choosing ushers today for the managers of tomorrow.

New WB Publicity Post For Sam Clark at Studio

Sam Clark, who has been in charge of Warner Bros. field exploitation in the western district for the past several years, has been promoted to advertising and publicity tieups manager in Alex Evelove's studio publicity department. New assignment was set Friday by Mort Blumenstock, vice-president in charge of advertising and publicity, before returning to New York.

Clark has been with Warners for 16 years. He was head of the Chicago press and exploitation bureau for several years before being elevated to head the exploitation forces in the 11 western states.

'Tars, Spars Week' in Cleveland Promotes Film

With 100 Coast Guard officers and men attending the opening performance, and Mayor Thomas Burke declaring "Tars and Spars Week" to honor the 156 birthday of the Coast Guard, The Palace Theatre, Cleveland, Ohio, did a gala campaign on the showing of Columbia's "Tars and Spars." The exploitation ideas were thought up by Columbia Exploiteer Sid Zins and RKO Palace Publicist Shirley Fishman.

In addition, a recruiting booth was set up in the lobby and the first recruit to sign up was put on the air, right from the lobby, via a tie-up with radio station WJW.—CL.

DEATH HAS CHANGED OUR MIND!

There is no individual in this industry, whether exhibitor or distributor, who welcomes another drive with its inevitable audience collections.

Why then the Cancer drive?

Recent deaths in our own ranks have brought home to us this frightening fact: one out of eight dies of cancer.

Something must be done about it and the inconvenience of another drive is little enough sacrifice to make.

The funds available for research and treatment have been pitiably small but now an alerted America is doing something about it.

In your hands, in your theatre collection, may lie the answer to cancer. The fight begins. Join!

AMERICAN CANCER SOCIETY MOTION PICTURE DIVISION • Easter Week is Cancer Week in THEATRES—April 21-28

This Advertisement Contributed by: COLUMBIA PICTURES • METRO-GOLDWYN-MAYER • PARAMOUNT PICTURES
RKO-RADIO PICTURES • 20th CENTURY-FOX • UNITED ARTISTS • UNIVERSAL PICTURES • WARNER BROS. PICTURES

REGIONAL NEWSREEL

COLUMBUS

Uncle Bill Pullin announces that he hopes to have his New Linden Theatre ready for an Easter re-opening, following completion of reconstruction and redecoration.

Former Local Theatre Manager Lloyd Goad, who served as a Seabee in the Pacific, married Eunice Ruth Filer in Los Angeles last month.

Sgt. Cecil Sansbury, publicity director of the Jackson-Murphy theatres before his entry into the service, is back in civvies.

Variety Club Tent No. 2 announces three new members: Larry Caplane, Grand Theatre manager; Milton R. Yassenoff, associated with his father, Leo Yassenoff, in the Academy Theatres; and Herbert Everschor, dealer in amusement devices.

Mrs. Richard Kaiser, the former Ruth Grubb, has returned to Loew's switchboard after her honeymoon.

Joseph Holleran, fully recovered from a two months' illness, is acting as relief assistant manager at Loew's Indianapolis. He was formerly assistant at the Ohio.

NEW ORLEANS

Charles Lamantia, United Artists salesman in the New Orleans territory for many years, resigned recently to devote his full time to the operation of the Ritz Theatre, Hammond, La., which he acquired recently.

Republic Special Representative F. E. Bradley is in town on a business trip.

Norma Smith replaced Elsie Schumacher at Film Classics as stenographer and office clerk. Elsie is now secretary to Milton Durreau, manager of the PRC exchange.

Calvin Martin is opening a new theatre in Lafayette, La. H. L. Rankin and John Hendricks have opened their new theatre for colored persons in Columbia, Miss. A new theatre is under construction in Lawtell, La.

Jeff Kinerd, with four battle stars to his credit and 18 months overseas, is back as head shipping clerk with Columbia.

Marion Tedesco, of the booking department at Columbia, was past Queen of Adelinians, one of the Mardi Gras balls.

Mr. and Mrs. Bill Terrell, of the Joy Theatre, Roseland, La., are in town on business. He reopened his theatre at Amito, La., the result of the lush strawberry season.

Film Row visitors: A. Marullo, Rendezvous Theatre, Grand Isle, La.; J. O'Quinn, Rio, Kaplan, La.; Ricardo Montiel, Mobile, Ala.; Ed Delaney, Pike, Magnolia, Miss.; Ed Thomassie, Royal, Marrero, La.; Clarence Thomasee, Gay, Harvey, La.; C. M. Butterfield, Musu, New Iberia, La.; George H. Chadwick, Fox, Carthage, Miss.; Usy Pilligrin, Rex, Chauvin, La.; R. J. Russell, Royal, Gulfport, Miss.; Everett Pearce, Joy Theatres, Arcadia and Ringold, La.

Florence Agnes LeBlanc, who recently resigned from Film Classics, was married to August E. Lapara, Sunday, March 17.

Southern Monogram District Manager Babe Cohen in past weeks visited the Charlotte, Atlanta and Memphis exchanges and is now back at his desk here.

Arthur Barnett is back in the film industry here, with United Theatres, Inc. Before entering the Army three years ago, he was a booker for Theatres Service Co.

Film Classic of the Southeast, President John Mangham, of Atlanta, visited the local exchange last week. He was joined by John Franconi, of Film Classics, Dallas, for a business conference wiht Claire Hilgers, L. C. Montgomery and E. A. MacKenna, in the interest of Screen Guild Productions, distributed by Film Classics.

Charles Goldman, who operates a chain of theatres in Missouri, was a Mardi Gras and Film Row visitor, dropping in to see F. F. Goodrow of Novelty Films, E. A. MacKenna of Film Classics, and Jack Auslet of Dixie Films, Inc.

Mrs. A. J. Belanger, manager of Western Union Film Row branch, is back after a long illness and operation.

Melvin J. Savoy announced that he is now sole owner of the Savoy Theatre, Basile, La., having bought out his former partner, Clifton P. Savoy.

MGM Branch Manager C. J. Briant, winner of the "On to Rio" contest from this region, returned from the prize South American trip this week.

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BOSTON

"Two Sisters from Boston," written by Myles Connolly, a former Boston newspaper man, is expected to have its premiere here.

Jack Saef of the Paramount Theatre is recovering from the effects of a severe cold.

Mrs. Craig Westney Barry, former Boston publicist, now living in Westport, Conn., was here for a visit.

Louis Richmond, righthand man for E. M. Loew, is back from Florida. Franklin Myles, of the E. M. Loew circuit, went to New York for a weekend.

Nat Ehrlich, former Boston publicist, brother of Joe Ehrlich, 20th Century-Fox, is back from the wars.

Film Classics Boston Franchise Holder Al Swerdlove returned from a business conference in New York.

PORTLAND

Roy and Kethryn Brobeck have left for California following Roy's discharge from the Army. Roy will soon return to B. F. Shearer Theatre Equipment Co.

Named as new officers of "Film Salesmen" are Ray Ackles, 20th-Fox, president; Jean Spear, Warners, vice-president; and Ernie Piro, United Artists, secretary-treasurer.

Columbia Eastern Washington Salesman Buck Seale went back to Seattle for a conference.

The Irving Theatre, Portland, operated for many years by Mr. and Mrs. Lockwood, has been sold to J. M. Smith.

Forman Bros., well known small chain operators, have acquired the Tower and Liberty theatres at Bend, Ore.

Bud Saffle, son of Maurice and Lucille Saffle, is on his way home from the Orient.

Employes of Seattle Row were provided with free transportation by Bob Cleveland, at RKO Radio, to donate their blood to the Film Row Blood Bank.

Walter Leverett, well known Medford, Ore., theater owner, is buying additional business buildings.

A capacity audience attended the sepcial Sheffield party honoring J. T. Sheffield, recently of Republic.

Former 20th-Fox Print Booker Sgt. Mark Marzoll is on his way home from war service.

Booking on Seattle Row: George Borden, Jr., Blaine; Charles Schuler, Tacoma; Mike Barovic, Puyallup; Francis Glanfield; Tacoma; Mickey DeLeo, Pt. Townsend; Joe Rosenfeld, Spokane; Eldon Pollock, Jr., Mt. Vernon; William Andre, Tacoma, and O. M. Durham, Anacortes.

Maury Saffle will open new offices in the Sheffield Building, Seattle, where he will book pictures for some 50 or more Pacific Northwest exhibitors.

DENVER

Fox Intermountain Theatres, a subsidiary of National Theatres, won first place in the 10th National Drive, and at Denver headquarters they are figuring the shares in the prize money.

Jack Henry returns to Denver from his pinch-hitting as city manager in Montrose, Colo., and is now acting manager of the Telenews, while Ross McCauslin is in the east.

Manager Helen Spiller, of the Esquire Theatre, and local police, investigating noises heard behind the screen, found two small boys who were following the air ducts to the candy room. The parents paid for damages.

Aladdin Theatre Manager Ned Greenslit is ill with a strep throat.

Denver Theatre Manager Bernie Hynes spent a weekend at home and then went to New York on a temporary assignment with Charles Skouras in the Red Cross campaign.

Rialto Manager Jack Copeland is recovering from his appendectomy and will be released from the hospital soon.

Fox Intermountain Theatres Northern District Booker Evalyn Wilson is resigning.

J. B. McMahon, who has been out of theatre business for some time, has taken over the mission, Messila Park, N. M., which has been closed, and plans to reopen about May 1, after remodeling and redecorating.

The Midwest Theatre, a $200,000, 920-seater, will be opened by William Ostenberg about April 24. The theatre replaces the Egyptian, which was destroyed by fire last year.

Richard Fulham, recently a Monogram sales-

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man, switched over to Republic after a brief interlude as assistant manager of the State.

The Western Amusement Co., Los Angeles, have signs in Rangely, Colo., oil town, stating an 800-seat theatre will be built there as soon as materials are available.

Paul Tramp, who recently bought the Variety, Okron, Colo., has sold the Trenton, Trenton, Neb., to Max A. Campbell.

Sam Rosenthal, ranch owner and Bison Theatre owner, Buffalo, Wyo., returned driving a jeep from his former home, Chicago. Rosenthal is improving his theatre with new plumbing fixtures.

Former Metro Booker Bernard Gold is back at work, as office manager now, following his discharge from the Army.

Metro District Manager Henry Friedel spent the weekend in Chicago conferring with W. F. Rodgers, vice-president and general sales manager.

The Griffith circuit has closed the Rio and reopened the Pinto in Mountainaire, N. M.

Fred Crouse has sold the Chief, La Veta, Colo., to John L. Willis.

Mr. and Mrs. C. U. (Banknite) Yaeger have returned from spending several weeks in California.

Warner Bros. Exploiteer Richard Brill has arrived here for the campaign on "Saratoga Trunk," which will open day and date at the Denver, Esquire, and Webber.

Mr. and Mrs. M. S. Beach are taking a vacation trip to Michigan and Canada, after selling the Variety, Akron, Colo., to Paul Tramp.

Kenneth Powell, partner in the Wray and Yuma, at Wray and Yuma, has bought an airplane. Tom Knight, owner of the Acme, Riverton, Wyo., is also looking at planes.

Out of town exhibitors seen along Film Row included Mrs. John Steele, Limon, Colo.; James Hughes, Yuma, Colo.; Kenneth Powell, Wray, Colo.; Mrs. Merl Kessey, Victor, Colo.; Mr. and Mrs. Lewis Gray, Sagauche, Colo.; Jack McCoy, Igloo, S. D.; Sam Rosenthal, Buffalo, Wyo.; J. B. McMahon, Mesilla Park, N. M.; Tom Love, Hanna, Wyo.; J. C. Brose, Holyoke, Colo.; Tom Knight, Riverton, Wyo.; and George Sawaya, Trinidad, Colo.

ST. LOUIS

St. Louis was one step closer to summer daylight saving time when the Legislative Committee of the Board of Aldermen last week unanimously approved a measure providing for the time change from 2 a.m. the last Sunday in April until 2 a.m., the last Sunday in September. The Board and Mayor Aloys P. Kaufmann have indicated approval of the bill. It remains a controversial subject, however, and many factions have asked that the people be allowed to vote on it. Surrounding cities and towns have shown that they will go along with St. Louis, whichever way it decides.

The St. Louis Amusement Co., has awarded the Sol Abrahams & Son Construction Co., a contract to build a two-story addition and a new front entrance for the Florissant Theatre, costing $60,000. Leo F. Abrams is the architect.

Jacob Rubin & Sons have been awarded a contract for $15,000 addition and alteration work on the Shenendoah Theatre by Sam Komm Theatres, owners. Plans for an addition to the rear and major improvements to the front were drawn by A. F. and Arthur Stauder.

Mrs. Phoebe Davis, co-owner of the Hollywood Newsreel Theatre, and two city detectives, cooperated in the capture of two youths who snatched the purse of Mrs. Myrtle Koepp. The two youths entered the theatre just as Mrs. Davis heard a police broadcast about the robbery. She directed the two detectives to the balcony of the theatre where the two boys had taken refuge.

Film Classics President Johnny Jones was a recent visitor here.



EVEN STEVENS. George Stevens, one of Liberty Films' four producers-directors, and Mrs. Stevens arrive in New York for a visit before Stevens starts work on "One Big Happy Family" which RKO Radio will release.

All exhibitors were urged to cooperate 100 per cent with the current Red Cross drive by Harry C. Arthur, Exhibitor Chairman of the St. Louis exchange. They were asked to run the Tyrone Power trailer, make collections every day at every show, make generous personal contributions, and work in conjunction with their local chapters.

United Artists St. Louis Manager Bernard McCarthy has resigned to accept an important film post on the west coast.

St. Louis is again the first large city to go over the top in the Red Cross Drive, as it has done in every national charity and war financing drive since the Mexican War. Given a quota of $1,161,500, the city and county area have already contributed $1,175,738, and reports are still coming in.

Universal Film Exchange, Inc., awarded a contract to Benjamin Chemere, Co., Chicago, for necessary alterations and improvements to the old Paramount exchange building to ready it for Universal use. Plans drawn by architect Otto J. Krieg will cost $50,000.

The AAA case involving H. E. Webster, owner of the Webster Theatre, Steelville, Ill., and the Princess Theatre, Percy, Ill., against RKO, Paramount, Loew's and Warner Bros., alleging unreasonable clearance in favor of competing theatres in Chester and Sparta, Ill., has again been postponed from March 20 to April 3.

ALBANY

Smith and Howell have resumed delivery service, discontinued during the war, to the northern part of the state.

Adam Mlinarik, recently returned from the Pacific, is back with Columbia as head shipper.

Warner Bros. Head Inspectress Minnie Smith is in Memorial Hospital with a serious eye infection.

Condolences are being extended to Allen Jones of the Park Theatre, Cobleskill, upon the death of his mother.

Leo Rosen, Strand, Albany manager, went to New York for several days.

Visitors along the Row included H. Bernstein, Lincoln, Schenectady; Bill Featherly, Uptown, Rensselear; Mr. and Mrs. Jerry LaRocque, Fairyland, Warrensburg; Walter Wertheim, owner of the Chester, Chestertown, and his booker, Mary Flanigan; Sam Rosenblatt, Family, Watervliet; C. Dayton LaPointe, Crandell, Chatham; and Mrs. Anna Tarbell of North Creek.

MGM Assistant Cashier Marion Lippoth is undergoing a tonsilectomy at Memorial Hospital.

MGM District Manager Herman L. Ripps has returned from his three-week trip to South America as one of the winners of the "On to Rio" contest.

The Wilford Theatre, St. Regis Falls, opened March 13 under the ownership of J. George DuBois.

Zora Gale, Fox ad sales department, will be married on April 27 to Edward Schenmyer.

King for a Day at the Variety Club dinner held at Town House, March 18, was Harry Goldman, of Goldman and Waters Advertising Agency. The evening's entertainment was Youth Genius of the Area, and included John Palmer, of Mechanicsville, 8 years old, playing several piano concertos; Janet Handler, Troy, 4 years old, who sang request numbers; and Eileen Kilgallen, 16, of Cohoes, singing and dancing.

The Hunter Theatre, Hunter, owned by Mrs. Frieda Klein, is now being booked by the Brandt Circuit of New York.

Community Theatre, Milbrook, owned by T. Alfieri, is being booked by Island Circuit out of New York.

Schine Circuit's Strand Theatre, Carthage, which burnt down over a year ago, is being reconstructed rapidly.

PHILADELPHIA

A theatre, a super-market, and other stores will occupy 13 acres of ground in Willow Grove, purchased by M. A. Samuel and M. H. Hankin, through Albert M. Greenfield & Co. The ground had been owned by the Willow Grove Park Co., a subsidiary of the Philadelphia Transportation Co.

The Motion Picture Division of the Allied Jewish Appeal will hold its annual dinner on Monday, March 25, at the Bellevue-Stratford Hotel. Sam Gross, Lew Pizor and Abe Sablosky are co-chairmen. Capt. Herchel Schacter, stage and screen star, will be the guest speaker.

Columbia Shipper Kenny Milner was discharged and back at work for a month before some hand-carved wooden name plates he had sent Division Manager Harry Weiner, Circuit Sales Manager Lester Wurtele and Office Manager Walter Donahue, arrived from Japan.

Stanley Slevan is back as treasurer at the Earle after his discharge.

Benny Harris, American Film Co., is back working after being ill for a week.

Film Classics Franchise Holder Jack Engel went to New York for a business conference.

Vine Streeters extended condolences to RKO Branch Manager Charlie Zagrans and Warner Salesman Dave Cooper, each of whom lost his mother.

Logan Theatre Manager Jack Minsky took a leave of absence due to illness, and is being replaced by Bob DeFino, former manager of the Lane. Ray Rendelman, rotating manager, is covering the Lane.

The Studio Theatre will hold the first showings of 20th Century-Fox's "The Spider," "Behind Green Lights" and "Shock," according to William Goldberg, theatre owner.

A fire burned part of the flooring and two rows of seats in the balcony of the Pearl.

The Lenox, because of damage caused by a defective oil burner which flooded the auditorium with oil closed for several weeks.

PRC President Harry Thomas was in town last week.

Joe Gins is the new branch manager of the PRC exchange here. He was formerly with Columbia, as a salesman in Pittsburgh, branch manager in Charlotte, and branch manager in Detroit.

Nat Rosen, from the 20th Century-Fox Washington exchange, has joined the local office as

(*Continued on Page* 36)

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(*Continued from Page* 35)

a salesman covering the Harrisburg territory.

Warner Exploiteer Bill Maillard, who had been working with George Fishman, has gone to the Pittsburgh exchange.

John "Red" Salwack, of National Screen, recently celebrated his 20th year on Film Row.

Vic Chatfield, manager of the Wynne, has moved to the Keystone.

Moe Wexler, former assistant at the Earle, has gone to the Mastbaum.

Nick Stariene, Elm Theatre projectionist, Camden, was slightly burned when a fire started in his booth last week. Firemen confined the blaze to the projection room.

The Warner bowling team had a midnight party at Palumbo's last week, upon the completion of their season.

LOS ANGELES

Red Cross Drive Chairman Harry Cohen, RKO manager, has arranged for more than 600 pledges by exhibitors to play the special Red Cross trailer and solicit funds for the campaign. Last year's record for pledges has been equaled and it is hoped that collections will be higher.

Dexter Howard, ex-AAF serviceman, is now with Paramount as a shipper.

Republic West Coast Division Manager Frances Bateman returned from a visit to the Portland branch.

Harry Gittleson and Dave Prince, of RKO's home office, visited the local exchange for a sales meeting.

Screen Guild's Bill Flemion and Sam Decker are trying to get plane reservations for the company's first annual convention in Chicago, May 9-12.

"Life in the Wacs is akin to that of the pioneer woman," stated Lillian Cramer, Warner Bros. secretary, in a story in local papers quoting her as returning to that feminine branch of the Army.

Joe Smith, who served in the Atlantic and Pacific, and Paul Davis, ex-Army photographer, returned to RKO as salesman and booker, respectively.

Columbia Exploiteer Mike Newman is getting ready for the opening of "Gilda" in San Francisco.

Richard Flemion, son of Screen Guild Branch Manager Bill Flemion, left for New York to meet his wife, Andree Suzanne, who arrived with the first contingent of French war brides.

Dorothy V. Carr and Marian Rische, Screen Guilders, returned to their jobs from sick beds.

Paramount Booker Larry Pulis was promoted to Zone 4 salesman, replacing Vincent Murphy, who moved to the theatre department in Phoenix. Gail Parker, who served with an Army motion picture camera unit, takes over Pulis' post.

VANCOUVER

The National Film Board has shelved its plan to train volunteer projectionists to work on its urban circuits and at industrial meetings, under pressure from labor groups. The matter has been left in the hands of IATSE locals, including 16-mm.

Odeon Movie Clubs' British Columbia Head Herb Wolfe was in Duncan, B. C., recently, organizing a new club at the Odeon Theatre. New clubs have been started at the Fraser and Kingsway theatres in Vancouver. Clubs started in six Vancouver theatres in the past four months have a membership of 10,000 kids, for which admission to the movie houses is 12c.

100 junior forest wardens and guards, who recently completed their forestry courses, saw "Enchanted Forest," as guests of the Plaza Theatre. They paraded to the theatre with the Air Cadet band, plugging the theatre and the movie.



QUEEN OF THE DANCE. Actress Jorja Curtwright, who came to New York in connection with the opening of United Artists' "Whistle Stop" at the Globe Theatre, is crowned queen of "The Dance of the Nylons" by Walter Brown, chairman, at the Capitol Hotel. Event was sponsored by the motion picture chapter of the American Veterans Committee.

Miles Mander, actor and producer, who recently died in Hollywood, was buried in British Columbia, having left a request that he be buried on British soil.

Mary Lucas, of Empire-Universal Films, was married to Wally Weberg, this week, and will return to her job after her honeymoon.

Larry Strick, Columbia, has been transferred from Calgary to Vancouver, as B. C. booker, replacing Don Wilson, who has been booker for two years.

Walter Du Perrier, ex-RCAF flying officer, has transferred from the Calgary office to the Winnipeg branch of Empire-Universal.

The Lyric Theatre, old Orpheum, may become part of the Famous Players circuit, according to a reported deal for this 1200-seater, now operated by Robert Scott.

Anole Theatre, of "Gay Nineties" renown, has been sold to Cranbrook Theatres, Ltd., owners of the Star, Cranbrook, and the Orpheum, Kimberly, and will open as a movie house this summer, after extensive alterations.

Ted Bobier, of the Lode Theatre, Wells, B. C., reports business is very good, with the mines in full swing again.

The Marpole was closed for two days last week when excavation for a cafe next door weakened the walls. The theatre, an Odeon house, was ordered closed by building inspectors until the walls were strengthened.

James Killer, after three years with the RCAF, resumed management of the Auditorium Theatre, Indian Head, Sask., replacing Harry Breader, wartime operator-manager.

MEMPHIS

"Black Market Babies," booked into Warners, proved a surprise to first-string reviewers here, who had assigned assistants to cover the film. The *Press-Scimitar's* Margaretta Clark declared that for her money it was better than "Lost Weekend."

The Memphis Variety Club entertained with a St. Patrick's Day Eve dance on March 16. The first of a planned series of ladies day luncheons was held Monday.

Doyle Branscum, recently discharged, has returned as manager of the Lyric, Harrison, Ark. Frank Jones, who managed the Lyric in Branscum's absence, now manages the Plaza at Harrison, where a full operation policy has started.

D. E. Fitton, general director of Commonwealth Amusement Co., at Harrison, Ark., is vacationing at Hot Springs, Ark., with Mrs. Fitton.

Andrews-Brown Circuit Director Lew Andrews, former Republic branch manager, has recovered from an attack of the flu.

McCrory, Ark., Exhibitors George Ward and Teddy Hume have extended their operations to a theatre at Hunter, Ark.

Marjorie Claire Malin, daughter of Operator Bill Malin, of the Lyric, Augusta, Ark., has recovered from an operation.

Eric Landau, recently returned to the Malco organization from the service, reported that he has resigned and will return to Europe, from whence he came 11 years ago.

WASHINGTON

One hundred ladies of the servicemen's ticket hut, Washington, D. C., were awarded citations by Variety Club Tent No. 11 and the War Activities Committee, at a luncheon in the Willard Hotel. These volunteers, who manned the hut from May 18, 1943 to January 1, 1946, distributed 734,442 free amusement tickets to men and women of the armed forces. Among the guest speakers were Commissioner John Russell Young, president of the D. C. Board of Commissioners, Commodore Ellis Reed-Hill, USCG, Rabbi Norman Gerstenfeld. Harry Anger and Mrs. William Galvin. Honored guests included Chief Barker J. E. Fontaine, of Tent No. 11, War Activities Co-ordinator Frank LaFalce, Sidney Lust, Mrs. Sam Wheeler and Mrs. Clark Davis, co-chairladies of the hut, Paul Schwartz of the Musicians' Union, and Fred Hand, of Constitution Hall.

Warner Bros. again played host for the celebration of St. Patrick's Day by Variety Club Tent No. 11.

CHICAGO

The Chicago *Herald-American* is still restricting amusement advertising space in daily and Sunday issues. The paper shortage is the reported cause.

Film salesmen are still considering affiliation with the IATSE organization, and a committee is working on plans and details.

Attorneys Morris Abrams, of the Savoy Theatre, and George Sleight, of the Kedsie Annex Theatre, have intervened in the Alex Theatre arbitration. The Monroe Theatre arbitration case has been set for April 26. The Harmony Theatre case, Alex Eulenberg arbitrator, has been set for April 19, also the Vision Theatre case. Arbitration cases are becoming more frequent according to Clerk John Sullivan.

Operators Union Business Agent Gene Atkinson hands $6,400 to the Red Cross as the 1946 donation from the members.

The Alliance Theatre circuit is making admission adjustments, not in excess of a five-cent advance, in several cities.

Arthur Green, La Salle St., film man is in New York for conferences.

"Spellbound" has been sold to the entire Great States circuit and opened at the Madison Theatre, Peoria, Ill., for an extended run.

Veteran B & K Roosevelt Theatre Manager Jack Katz resigned and goes to the west coast.

William F. Rodgers was here for conferences with local MGM executives.

Allied Vice-President Van Nomikos was named committee chairman for the dinner honoring Jack Kirsch, newly-elected Allied president, at the Palmer House, on May 25.

Universal Publicity Director Ben Katz has

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fully recovered from his recent illness.

Reel Fellows Club will hold a buffet meeting at the Congress Hotel on March 24, with President Jack Armgart, presiding. Film Classics Salesman Sy Lax has been added to the membership according to Secretary Saul Goldman.

B & K Employes Club will hold their next meeting at the Apollo Theatre, on April 12.

Capt. Bob Halsey, at RKO Palace in Chicago prior to his enlistment, is now RKO publicity director in Omaha, Neb., since he was released from service.

Capt. Gene Rich will rejoin the MGM exploitation staff in the Kansas City headquarters, now that he has been discharged.

Former Manager of the B & K Loop Roosevelt Theatre Charles Nesbit will resume his job with the B & K circuit upon his release from service.

J. N. Draznim joins the B & K publicity department.

Major J. J. Walker was named director of photography for the Encyclopedia Britannica films department. Lt. W. P. Everote, USNR, has been named associate producer there, as has Dr. Miles Herzog, who will also be researcher.

MGM's "Ziegfeld Follies" will follow "Adventure" into the B & K United Artists Theatre.

Rank Studios' "Seventh Veil" will be run in a twin-bill with Universal's "Smooth as Silk" at the RKO Grand Theatre. If the run proves successful, other Rank features will receive playing dates there.

Capt. Martin Lange was named assistant manager of the Oriental Theatre.

Ben Mendelsohn is the new assistant manager at the B & K Granada Theatre. The new trainee assistant at the State Lake is Ralph C. Nordmark. Paradise Theatre's new electrical director is James Lynch.

Max Roos, American Theatre Corp., president, on his way to Hot Springs, Ark., for a rest, reported the return of Lt. Comdr. J. Edward Fuld, Jr., as vice-president.

Theatres have pledged full cooperation in Army Day festivities, April 6.

Will Schmidt, ticket seller of the Erlanger Theatre, died after an extended illness.

INDIANAPOLIS

Indianapolis is having its worst measel epidemic in four years, with cases currently developing at the rate of 40 a day, according to Dr. G. F. Kempf, City Health Director. Since January, 1,548 cases have been reported and all are quarantined for two weeks.

Last Friday, William W. Butler announced plans for a 600-seat, $60,000 theatre on Windermere Ave., in University Heights, the first theatre in the community.

Amos Gerber, Bluffton, Ind., treasurer of Wells County infantile paralysis drive, reported that $1,927.57, was collected, with theatres raising $158.

Johnny Kellams, Jr. returned as manager of the Talbott Theatre, after more than three years in the AAF.

Film Row visitors included Pete Panagos, Chicago; Arthur Clark, Bloomington; B. Bennett, Ft. Branch; Grant Henley, Carthage; E. H. Austin, Versailles; I. W. Goodman, Posyville; Harry Watts, Knightstown; and Trueman Rembusch, Franklin.

Verne Elmer returns to Indianapolis after resigning from the booking department of Universal's Chicago branch. He was former 'U' head shipper here.

Indianapolis exchanges are serving theatres in Michigan during the strike there.

Olaf Wog, United Artists, widely known in Intermountain and Pacific coast territories, is visiting L. J. McGinley, Universal branch manager, while en route to New York.

The Palace Theatre, Evansville, had its front modernized and equipped with new lobby furnishings according to Joe Fine, manager.

Sam H. Abrams, PRC, spent several days in Memphis, Tenn., visiting the Malco Circuit, and in Nashville, the Crescent Circuit, on business.

Warner Home Office Representative Sam Chapin is checking the local branch.

Kenneth Ball, who operates the Royal Theatre, Brownstown, Ind., attended the funeral services for his mother, on ten days' leave from the Navy.

Philip Story, operator of the Mary-Agnes Theatre, Jamestown, Ky., was discharged after three years of Army service.

Gilbert May, who operates the Dream, Corydon, is the father of a baby girl.

TORONTO

The Ontario Court of Appeals dismissed the appeal of the plaintiff from the decision of Mr. E. R. E. Chevrier, at Ottawa, who dismissed the suit for damages by Mrs. Ella Toplas against the Centre Theatre, Ottawa, claiming $5,779 for damages allegedly received by striking an electric-eye post in the theatre entrance after purchasing an admission ticket. The Appeals Court found no claim in this important legal case involving public responsibility of a theatre which had been before the courts for two years.

A separate organization has been announced for both Eagle-Lion Films of Canada, Ltd., and Monogram Pictures of Canada, Ltd., which had been more or less interlocked, in order to increase concentration on the distribution of British films in Canada. Joseph Plottel, formerly with Fotonite Distributors, has been named Ontario branch manager for Monogram, and I. H. Allen is in the same position with Eagle-Lion.

Harvey H. Harnick, assistant to Louis Rosenfeld, general manager of Columbia Pictures of Canada, Ltd., has been promoted to general sales manager of the company.

Allied Co-Operative Theatres, Toronto, a buying and booking pool with 28 member-theatres in Ontario, has been reorganized with Ben Freedman as managing director, succeeding William Weiss, who resigned.

Three Hamilton, Ont., theatres were sacked by thieves in one night, in each case the entrance having been made through an exit door. Nothing of any value was stolen from the theatres, which were the Kenilworth and Regent of the United Amusement circuit, and the Community of 20th Century Theatres.

Ex-serviceman Ernest Taylor, assistant to Manager Isser Singerman of the Imperial Theatre, Ottawa, has resigned to go on his own.

The Queen Theatre, Hespeler, Ont., was robbed of $238 after a Sunday midnight show recently. Charles H. McNamara, of that town, confessed to the police.

Manager Les Preston of the Capitol Theatre, St. Thomas, Ont., a Famous Players unit, offered his theatre to the congregation of the First United Church there to use as a temporary place of worship after their edifice had been destroyed by fire.

MPTOA Executive Secretary Arch Jolley, Toronto, continues making the Ontario rounds in a series of speeches for the film industry as a whole. Recently he addressed the Kiwanis Club in Hamilton, a club meeting in Preston as guest of Manager Kinsman Gordon Ringle of the Park there, and a Rotary luncheon in Wallaceburg as guest of Harvey Sills, manager

(*Continued on Page* 38)



REGIONAL NEWSREEL

(*Continued from Page* 37)

of the Capitol there.

Glenn Ireton has returned to his local publicity office of Warner Bros., after a trip to Ottawa and through the Maritime Provinces. At Ottawa, he screened "The Forest Commandos," produced in northern Canada under his direction, before a gathering of government officials.

20th Century-Fox Films Canadian General Manager Sydney Samson is back here after a business trip through the western cities.

MILWAUKEE

Exhibitors throughout the state seem optimistic about future business and most of them are waiting for the time when they can make major repairs on their theatres, according to Charles D. Koehler, Astor Pictures local manager, upon his return from a trip around the Wisconsin circuit. Koehler made many contacts on the trip.

The Milwaukee Motion Picture Commission, which reviews all pictures to be shown in the Milwaukee area at least two weeks before release, and passes on the films' moral standards, has rejected one film thus far this year, "Scarlet Street," and two in 1945, "Mertle of Lenox Street," and "Momma and Poppa." Films are previewed at the Warner Theatre, by special arrangement with the management.

The new 432-seat Rose Theatre opened this week, built at a reported cost of $60,000. Harvey Rucker, of Chicago, is the owner. It is a one-story building, with a large lobby and auditorium. Murals, depicting local and historical scenes, adorns the walls, and the building is oil heated and air conditioned.

A local distributor suggests that theatre managers put the street address at the head of their newspaper ads. This would make it easier for people living some distance away, or transients, who haven't seen the picture elsewhere, and would like to see it, to find the advertised showhouse. Even Milwaukee's largest chain omits theatre addresses in its ads, he states.

CLEVELAND

At a recent meeting of the Cleveland Motion Picture Exhibitors' Association, independent theatre owners decided to limit Red Cross collections to three days, starting March 24, collections to be made at all performances on those days. Collections during one program change will be good for the Red Cross without hurting theatre business and will relieve patrons of the embarrassment of being solicited several times during the week.

Daylight Saving Time versus eastern standard time is being argued before the city council at present. Cleveland Motion Picture Exhibitors' Association President Ernest Schwartz addressed the council last week opposing the continuance of D.S.T. during the summer months, as present statutes now prescribe.

Honoring his recent promotion from UA branch manager to western division sales manager, Maury Orr was given a testimonial dinner at the Hollenden Hotel, by the local Variety Club. Matt Goodman, of UA, was chairman, and Columbia Branch Manager Lester Zucker acted as master of ceremonies. UA Vice-President Gradwell Sears was a surprise guest.

Eva Urdang celebrated her 18th anniversary as secretary to M. B. Horwitz, who operates the Washington circuit.

Mr. and Mrs. George Foley, of Montpelier, were in town last week. They are in charge of the Kaufman and Paramount Theatres there.

Columbia District Manager Sam Galanty spent several days here conferring with Branch Manager Lester Zucker and Cincinnati Branch Manager Alan Moritz on the company's silver anniversary drive. Louis Astor, of the home office, also visited the Columbia exchange.

RKO District Manager Bernard Kranze was in Gloversville and New York last week.

Film Classics Sales Representative Bob Snyder announces that every local circuit has bought his picture, "Marco Polo."

M. M. Jacobs, former owner of Imperial Pictures, is back from a vacation trip in the southwest.

The Windsor Theatre, in Canton, owned by the late J. Francis Stein, has been purchased by "Chuck" Starr, former manager.

Republic District Manager Sam Seplowin and Walter Titus, home office official, were here for a short visit with Branch Manager S. P. Gorrel.

Universal's "Seventh Veil," which opened simultaneously at the uptown Alhambra, operated by Martin Printz and Associates, and the downtown Mall, of the Community Circuit, was held over for a second week at both houses, a new record. "Spellbound," after five weeks downtown, is now in its second week at the Circle, for a new local record.

Alex Newman, formerly with Universal in St. Louis, is the new cashier at Republic.

The Mu-Wa-Tu Theatre, Coshocton, has reopened, after being closed the last six months. Owner is Carl Bachert, head of the Coshocton Straw Paper Co.

Sam Stecker's son, Jim, is out of the Army and affiliated with Associated Circuit, of which Sam is a member.

Meyer Kalan, who was a prominent local independent circuit owner a few years back, returned on a visit to his father, Simon Kaplan, who is ill.

Sam Barck, who recently sold his Market Square Theatre, has taken his wife and daughter on a trip to New York.

MGM's "On to Rio" Branch Manager Jack Sogg has arrived home full of enthusiasm about the things he saw in South America.

Joe Robbins, of Warren, has returned to Florida, after a visit here to look over his theatre interests.

The local Film Classics exchange has moved up from the third to the fourth floor in the Film Exchange Bldg., and added two new members to the staff. Frank Zenisek is the new booker and city salesman, and Florence Friedman is Bob Snyder's secretary.

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New Ideal Theatre Chairs
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New Theatres
Planned . . . Building

Eugene, Ore. — Construction of a new theatre is planned here by Mr. and Mrs. George Dyer.

Meunster, Tex.—As soon as materials are available, J. C. Trachta will erect a modern theatre here on the site of the Stezler Hotel.

Avondale—Construction of the new 600-seat Westside is proceeding on schedule, Owners Joe McCormick and Harry Nace claim. Cost will be $20,000.

Lansing, Ind.—Construction of a new theatre here, held at a standstill since last October because of material shortages, will get going again shortly, Kalafat Theatres announced.

Brunswick, Ga.—The newly-formed Grand Theatres, Inc., of Thomas DeFranco will start construction shortly of a 650-seater here at a cost of $40,000. It will be the community's first neighborhood house.

San Diego, Cal.—Fox West Coast is reported planning a $250,000 construction program here which will include three new houses, one of which is to be a newsreel theatre.

St. Louis—The St. Louis Amusement Company has signed a contract with the Sol Abrahams and Son Construction Company for a two-story addition to the Floirssant Theatre entrance at a cost of $60,000.

Sam Jomm Theatres have signed to alter the Shenandoah Theatre at a cost of $15,000. A. F. and Arthur Stauder are preparing the plans.

Portland, Ore.—Menmar Theatre Corporation President Roger Mendenall this week announced a new drive-in theatre for Boise, with a capacity of 500 cars.

New Castle, Pa.—The Monessen Amusement Company will start construction as soon as possible on a new theatre here, General Manager Bernard Buchheit announced. The house is expected to cost $300,000.

DETROIT

The Variety Club of Michigan Tent No. 5 celebrated the promotions of Jack Goldhar, Moe Dudelson and Syd Bowman, of United Artists, to eastern division manager, district manager and exchange manager, respectively, at a dinner in the Book-Cadillac Hotel. Many exhibitors and distributors from U. S. and Canada were present at the festivities presented by James Sharkey, of Co-operative Theatres of Michigan, as chairman, and Earl Hudson, of United Detroit Theatres, as toastmaster.

Local second-run houses return to the split-week program change next week after a prolonged period of a single change. Programs will change on Wednesday and Sunday.

Seven youths were fined and placed on a year's probation for forming a "thundering herd" line and crashing past the Madison Theatre ticket taker.

A bandit, using an Italian pistol, a war souvenir, held up the Regent Theatre, Battle Creek, took $1,248, slapped Manager Forrest A. Nichols and winked at Cashier Jean Crusoe. Next day he was caught with the money still intact.

Norman Meyers, advertising and publicity director of the Downtown and Adams theatres, is resigning to do free lance work in his home town, Cleveland. Harold Berg, local night club publicist, takes over the spot.

Asher Shaw, Associated Theatres, announced several managerial changes. Max Schreiber takes over his old spot as manager of the Irving, replacing Rudy Schroeder. Hamilton Thompson, formerly of the Paramount, is now manager of the Rialto, Wyandotte. New assistant managers at the Takewood theatres are Wilford Durnell and William Campbell.

William Palmer, just discharged, has been appointed manager of the Iris Theatre, replacing Fred Buckout, who shifted to the Wyandotte, assisting George Bremen.

Associated Theatres President Alex Schreiber has gone to Tucson for a month's vacation,

REGIONAL NEWSREEL

then to Los Angeles on business. Vice-President Bill Landno, of Los Angeles, will be here in Alex's absence. Harold Smiley, secretary-treasurer of Associated, has returned from Florida.

Edward Hochstein is the new Columbia Pictures branch manager here.

George Rossman, after two years in the Army, returned to his job as Columbia booker. George Yee is back as shipper for Columbia after two years in the Marines.

Film Classics Office Manager Kal Bruss is in Grand Rapids supervising the showing of "Dr. Terror's House of Horrors."

Olive Waxman, in charge of buying and booking for Paramount in Grand Rapids, is here on business.

Jack Thompson, returning after 30 months' Army service, assumes his position as salesman in Grand Rapids for Paramount.

RKO Branch Manager Milton Cohen announced that Peter Bathory, of Cleveland, is here replacing Phil Moran, publicist, who is on the sick list.

NEW YORK

Annual get together of the Motion Picture Bookers' Club here took place Tuesday evening at the Astor Hotel and showed that the steady grind of booking doesn't keep the bookers from having a sense of fun and an instinct for a good time. Affair was under the supervision of the entertainment committee which consisted of MGM Salesman Alex Arnswalder, chairman; United Artist Booker Ben Levine; Warners' City Booker Pete Salenbini; Paramount Office Manager Jack Perle and Upstate MGM Booker Harry Margolies.

Another social affair this week was the New Jersey Allied beefsteak party held in Passaic, N. J. at the Ritz.

Visitors to the Row were: John M. Long of the Drive-In Theatre at Trenton, N. J.; Lou Weitzer of Summit and Union City, N. J.; Irving Dollinger of the Linden, N. J.; Plaba; Mr. and Mrs. George Gold of the Newark Rivoli.

Mrs. Essie Weisling, head booker for the Island Theatres, had returned from a Miami Beach vacation. Miss Lea Herbst, booker for the Julius Joelson circuit is headed for Tampa, Fla., to vacation. Century Marine Manager Jack Dieber came back from his vacation there.

Tony Cuccio, former United Artists shipper, has moved over to MGM's shipping room.

Morris Broskie of the State and the Windsor theatres, West Orange, N. J., came over to Film Row again after a long absence necessitated by a serious illness.

And add to those exhibitors who find Florida an irresistible magnet: Irving Landau of the Heigh Theatre, Manhattan, who took four weeks in the sunshine state; Mr. and Mrs. Dan Reagan, of the Concourse in the Bronx, who have just returned from a four-week auto tour here.

With the exchanges:

United Artists—Cecilia Quilty left her job as film inspectress this week to get married. She will live in California. Marie Landsman, former secretary to Jack Ellis and now a talent scout, was back visiting office friends; ditto for Sylvia Zeitels, who used to take dictation from Eddie Mullin. Miss Gert Denbroff, city booker, celebrated a birthday recently. Bill Freedman, who used to book at the UA shop but is now a hotel operator at Lakewood, also dropped in for a chat. Jack Ellis, is vacationing in Florida and Jersey Salesman Sam Rifkin plans to keep in trim by skating on roller skates all the way to Asbury Park.

20th Century-Fox—Lillian Bloomberg, who used to hand out the orders as a Wac tech sergeant, is out of regulation uniform now and plans to be back as assistant booker on March 25. Mike Muzzola, who trained K9s as a Marine, has his discharge and will return to the exchange, but whether he will be back at the print booking desk or not is undecided.



BABY SHOWER. Co-eds* representing sororities of the University of Kentucky held a Deanna Durbin Baby Shower on the college campus in connection with the Kentucky premiere of Miss Durbin's latest Universal release, "Because of Him." The shower for Deanna's recently born daughter was arranged by Harry Keller, Universal midwest field representative, and Bob Cox, Schine Theatres publicity director.

Warner Bros.—Upstate Salesman Irving Rothenberg took to the road this week.

Mrs. Olive A. Griswold, veteran operator of the Port Jefferson, Port Jefferson, L. I., passed away in her sleep this week. Since the death of her husband several years ago, she had operated the house.

Abe Goldstein is holding down the managing spot temporarily at the Century Rialto while Paul Kalmus takes off for two weeks.

Engagement of Patricia Sears, daughter of United Artists Distribution Vice-President Gradwell L. Sears and Mrs. Sears, to William John Gerardi of New York City Travel Service and until recently a sergeant with the 86th Mountain Division in Italy, was announced this week. The wedding is to take place in late spring. The bride to be, a Smith College graduate, is a John Wanamaker fashion coordinator.

The following officers were elected at the annual meeting of stockholders of Independent Theatre Service, Inc.: Lee W. Newbury, president; Irving Dollinger, vice-president; Jack Unger, Secretary; and Joseph J. Siccardi, treasurer. Dollinger will be the new film buyer, assisted by Jack Meltzer.

Warner Circuit Accountant Frank J. Kiernan is the father of a baby boy.

Max Rothstein, technical expert for DeLuxe Laboratories since 1916, has resigned to form his own company. He has organized the Technical Service Film Co., set-up to provide for a complete editorial service to producers, with offices and cutting rooms at 850 Tenth Ave.

Theatrical Real Estate Brokers Berk and Krumgold announce that they have leased the 600-seat Idle Hour Theatre, Long Island City, to Charles Fishkind, for 15 years, on behalf of the Wiscon Realty Corp., which recently acquired the property. Immediate rehabilitation and extensive improvements are contemplated.

Warner Bros. Vice-President Herman Starr's daughter, Marilyn, was married to Andrew M. Weiss, on Wednesday, March 20.

MGM Producer Sam Zimbalist due here from the coast.

MGM Exploitation Head William R. Ferguson returned from two weeks in Miami.

Josephine Bucko, Fabian publicity department secretary, recently announced her engagement to Lt. (j.g.) William Rowan.

*Standing: Sara Leegon, Helen Milman, Jean Lindow, Margaret Tinder, Pat Burnett. Sitting: Angela Meish, Freda Wade, Marion Slater, Amy Price.

HARRISBURG

Local theatres increased admission prices last week, with downtown houses increasing from 55 to 60 cents in the evening, and from 40 to 44 cents for matinees. The Rio, a downtown double-feature house, increased from 30 to 35 cents, before 1 p.m., and from 40 to 44 cents, after 1 p.m. The move was in anticipation of the dropping of the Federal tax, which would then bring evening prices to 50c.

Fabian's Wilmer and Vincent theatre managers in this section met here last week for a general meeting. Lou Goulding, general manager, George Trilling, booker, and Jerry Becker, head accountant of the Fabian office, addressed the assemblage. The managers included Gerry Wollaston, of the State, Jack O'Rear, of the Colonial, Francis Deverter, of the Rio, all Harrisburg; Charles Bierbauer, Allentown; Paul Glase, Reading; Fred Osterstock, Easton; Frank O'Brian, Richmond, Earle Westbrook, Norva, Norfolk; William Jacoby and Ward Kreag, State, Altoona; and Don Sheppherd, Embassy, Johnstown. Kreag is succeeding Jacoby, who resigned to go into private business.

Loew's Regent Birthday Club attended a screening of "The Sailor Takes a Wife," and luncheon afterward, as part of their March get-together.

Loew's Regent's Romaine Long was promoted from usherette to cashier.

Gerry Norwood, Loew's home office construction head, was in to check the cooling system and arrange for a new heating coil.

Sam Rubin, Loew's projectionist, is back on the job after a vacation in Florida.

Senate Theatre newcomers are Mrs. Dorothy Johnson, Gloria Albert, Helen Allen Hall, who returns as cashier, Grace Corbett, Rae Swartz and Jane West.

Senate Projectionist Charles J. Jones was re-elected secretary of Keystone Ring 20, International Brotherhood of Magicians.

"The Bobby Sox Jamboree," at the State, March 20, was a huge success, the house was sold out two days in advance, announced Gerry Wollaston, theatre manager.

Ted Waters and Grant King, two State employes, resigned recently, the former returned to school, and the latter went to work at the local airport.

Pennsylvania Board of Censors Chairman Mrs. Edna P. Carroll addressed a meeting of the Camp Hill Junior Civic Club, and told the group that her board reviews an average

(*Continued on Page* 40)

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YOU WANT WHEN YOU WANT IT
SAME DAY SERVICE
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Gulistan Wilton Theatre Carpet
JOE HORNSTEIN *has it!*

REGIONAL NEWSREEL

(*Continued from Page* 39)
of 1000 films yearly.

National Manager Ira L. Schiffman announced the return of Jim McMullen, veteran of the ETO.

Red Cross audience collections started in local theatres Wednesday and Thursday of this week.

Loew's Regent Usherette Doris Foley suffered a dislocated shoulder in an auto-bus crash recently.

RKO Emploiteer Hank Howard was in town.

ATLANTA

The Hilan, 800-seat North Side suburban house, closed for more than a year, has been completely remodeled and refurnished and will open soon, according to Mion & Murray, operators. Ed McGuire will manage. Improvements, including new projectors and sound equipment, air conditioning, new seats and carpets, cost $58,000.

Barker Walter Speight, general manager of Radio Station WATL, will be King for a Day at the April 1 meeting of Atlanta Tent No. 21, Variety Club.

Mr. and Mrs. William Morris Hassenplug announce the marriage of their daughter, Isabel Jeannette, to Leonard Allen, the wedding to take place Friday, March 29, at Oakhurst Baptist Church, Decatur, Ga. Allen is division advertising and public relations executive of Paramount. The wedding ceremony will be followed by a reception at the Variety Club.

Terry Turner, exploitation chief for RKO Radio, has been visiting Dave Prince, southeastern district, and H. M. Lyons, Atlanta branch managers.

Film Row visitors: J. E. Martin, Grand Theatre, Montezuma, Ga.; Albert Gresham, Greenville Theatre, Greenville, Ga.; R. Biggers, Denton Theatres, Knoxville, Tenn.; L. T. Sheffield, Headland, Ala.; H. Greene and T. E. Orr, Albertsville Amusement Company, Albertsville, Ala.; Meyer Coleman, National Screen Service, Washington, D. C.; L. H. Dobbins, Lincoln Theatre, Gainesville, Fla.; Clyde Sisson, Roxy Theatre, Mount Vernon, Ala.

Fred Jacks, southern division manager of United Artists, and Henry Krumm, Atlanta branch manager, are in New York.

Arthur Bromberg, president of Monogram Southern Exchanges, and Mrs. Bromberg, are back from a three-week vacation in Florida.

S. G. Reynolds has been appointed office manager of Warner Bros. Atlanta branch, replacing Frank Jené, who resigned to accept a similar post with U.A.

C. Ashton Matthews, manager of the Peachtree Art Theatre, is back from a visit to his home town, Charlotte, N. C.

Ike Katz of PRC is visiting the Crescent Amusement Company, Nashville, Tenn., while brother Harry returns from Charlotte.

J. S. Carscallen, former Alabama representative of PRC, has resigned to accept a position as city salesman of United Artists in St. Louis, Mo.



COWBOY THEME FOR SALES DRIVE. Warners' Wild West Show was staged in several cities last week as the company's sales forces gathered in regional groups to set policies and plans for the selling of new product. Shown above are: top—Chicago meeting with Ralph L. McCoy, Ed Hinchy, Samuel Schneider, Arthur Sachon, Ben Kalmenson, Mort Blumenstock, Roy Haines, Jules Lapidus, James Coston, Harry Kalmine and Doak Roberts around the table; second from top—Pittsburgh group in which the following appear: Bill Brumberg, Charles Rich, Jules Lapidus, Norman H. Moray, Robert Smeltzer, J. S. Abrose, Fred Beiersdorf, Paul Krumenacker, J. M. Wechsler, W. G. Mansell, Edwin Maillard, George Fishman, F. D. Moore, Earl Evans, C. W. McKean and Ira Epstein; next below—Memphis group including: George Bannan, Robert Bixler, John B. Sokley, Ed Williamson, J. W. Loewe, James Barnes, Tom Gorman, O. D. Woodard, Ollie Williamson Jr., Bill Brumberg, Doak Roberts, Norman Moray, Roy Haines, Ralph McCoy, Luke Conner, John Bachman; immediately above: New York group—Jules Lapidus, A. C. Brauninger, Al Herman, Carl Goe, Clarence Eiseman, Norman Ayers, Art Moger, George Horan, Norman Moray, R. S. Smith, Dick Stephens Ernie Grossman and Bill Brumberg, among those present.

DES MOINES

Tri-States Theatre Corp. showmen's drive, being conducted from Feb. 15 to April 25, shows Herb Grove, of Davenport, and his Mud Hens, in first place at the end of three weeks. Des Moines District Manager Art Stolte and his Plow Jockeys in second place, and Dust Raiser Bill Miskell, of Omaha, holding down third place. The contest has resulted in theatre managers pulling out all stops on showmanship for bigger box-office receipts.

Lt. Norman W. Sandler, Navy aircraft carrier pilot, son of Nathan Sandler, Iowa theatre exhibitor, has been declared officially dead by the Navy, after having been missing over Tokyo since Feb. 25, 1945.

Ray E. Brown, who operated the Harlan Theatre, Harlan, will reopen the 300-seat Cozy this month.

Jack Graham has joined the Warner Bros. staff as a salesman, after his discharge from the Marines. Former Warner Advertising Manager Don Shirk expects his release from the Coast Guard presently.

A 10-year club has been formed by Tri-States Theatre Corp., and members in the home office include A. H. Blank, head of the organization; Myron Blank, his son and secretary; G. Ralph Branton, general manager; A. G. Stolte, district manager; Dale McFarland, booker; and Herb Wengel, Leone Matthews and Sil Vogel of the booking department.

Selwyn Talent Director

Billy Selwyn, son of Arch Selwyn, has been appointed director of talent for Enterprise Productions, where he will negotiate major talent contracts. He was formerly associate casting director to Billy Grady at MGM.

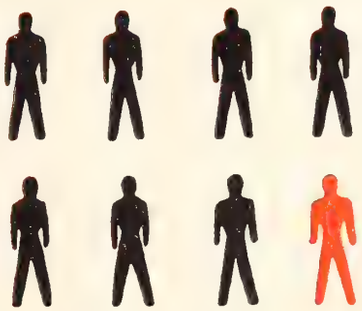
To Direct 'Devil'

Felix Feist has been assigned by RKO Radio to direct "The Devil Thumbs a Ride," based on Robert Du Soe's novel.

"Voice of Theatre Speakers"
JOE HORNSTEIN *has it!*



A COIN DROPPED INTO A BASKET IN YOUR THEATRE MAY BUY THE RESEARCH TO SAVE SOMEONE YOU LOVE!



ONE OUT OF EIGHT DIES OF CANCER!

Let's stop this talk about audiences resenting collections to fight Public Enemy No. 1.

Every mother of a child, every devoted husband, every one with loved ones will say "Bravo, Mr. Manager, it's time America woke up to this terrifying danger to all!"

The fight is on and in your community they'll take note that you're in the fight!

You can't say No! to Cancer!

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CHECK-UP ON PRODUCT IN WORK

Studio Production Activity Increasing as Warners Launch Biggest Shooting Schedule Since Start of World War II; MGM, 20th-Fox and Paramount Busy

UNITED ARTISTS Finishes One Picture, Starts Another—Charles R. Rogers' production, "Angel On My Shoulder," starring Paul Muni, Anne Baxter and Claude Rains, finished this week and goes into editing. Andrew Stone finally got under way with his long-postponed "The Bachelor's Daughters," which he is producing, directing and "screenplaying."

Winding is the Mars Film Corp. offering, "The Strange Woman," starring Hedy LaMarr, with George Sanders. This marks the first production effort by Miss LaMarr, who with Hunt Stromberg organized the corporation. Shortly after "The Strange Woman" ends, which should be this week. "Dishonored Lady" is scheduled to go into production. Miss LaMarr will also star in this Ben Hecht scripted version of a Kathleen Cornell play.

George Raft is back on the set of "Mr. Ace and The Queen," allowing retarded production schedules to be resumed. Benedict Bogeaus produces for his own organization. Bogeaus will start "The Short Happy Life of Francis Macomber," a screen adaptation of the Ernest Hemingway story, next month.

* * *

PARAMOUNT Shooting Five Films, With Hope Film Set to Roll—This studio continues its normal activity, with a quintet of pictures before the cameras. Particularly noteworthy is the simultaneous shooting of two of the season's most potential b.o. smashes—the Crosby and Hope films. Crosby is making "Welcome Stranger," going into its third week, while Hope starts "Where There's Life" next week.

In its 45th day is "O.S.S.," the Paramount entry in the Office of Strategic Services race. Included in the cast are Alan Ladd, Geraldine Fitzgerald and others. Producer Claude Binyon has "Suddenly It's Spring," Fred MacMurray-Paulette Goddard starrer, ending its fourth week. Mitchell Leisen directs.

"Perils of Pauline," Technicolor special starring Betty Hutton, had a substitution last week in its cast. Sara Allgood replaced Constance Collier because of illness; she plays the part of Miss Hutton's old-time actress friend. Hutton was signed to a new long-termer last week.

Another Paramount picture rolling, bringing the present total to five, is the Pine-Thomas action drama, "Seven Were Saved." The cast includes Richard Denning, Catherine Craig and others.

* * *

INTERNATIONAL Has One Picture Going, Readies Another; New Studios Being Built—This organization announced that its next feature will be Edward Small's "Bella Donna," the first picture to be made at International's new quarters at Universal City. Currently shooting at the Samuel Goldwyn studio is "The Dark Mirror," but with Goldwyn planning to oust all units but his own, International marks "Mirror" as its last picture on the Goldwyn lot.

Work started ten days ago for International's new buildings at Universal. "Bella Donna" is scheduled to roll early next month, which means the construction will continue at top speed. Merle Oberon, George Brent, Charles Korvin and Paul Lukas are set for the film. It will be the second picture to be released through the company's newly formed United World Pictures distributing setup.

* * *

UNIVERSAL Has Five Films Rolling; Normal Activity Continues—"Fandango" is the longest shooting picture on the Universal lot, with "The Runaround" the most recently started. In all, a quintet of pictures is being made, which means that the studio is at normal production tempo. "Fandago," a Technicolor special, is in its 5th day, under the production of Edward Kaufman. "The Runaround," produced by Joseph Gershenson and starring Rod Cameron and Ella Raines, started on the 14th.

"Lessons in Love," starring George Brent, Lucille Ball and Vera Zorina, is in its fourth week. Howard Benedict is servicing as executive producer. "The Ghost Steps Out," an Abbott-Costello starrer, is also being handled by Gershenson, who is executive producer. "Kelly Is My Name" is starting its third week.

Next month, Universal will have another organization sharing its space, but that unit will be entirely separate other than using buildings it has constructed on Universal's ground. International is the new neighbor.

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RKO RADIO Slightly Behind Past Weeks' Terrific Production Pace; Five Features Rolling, Several Finished—RKO is presently shooting five films, one below its past few weeks' record. "Desirable Woman," starring Joan Bennett, finished this week. Also completed was "Child of Divorce," which was given a rush shooting schedule because of the studio's desire to get the picture out for exploitation purposes. Sharyn Moffett, ten-year-old star of the film, went into "What Nancy Wanted," the most recent starter at RKO. John Brahm is directing.

Walt Disney is finishing "Make Mine Music" this week, a feature-length animated picture, with numerous stars doing background singing and playing in the film. Additional scenes are being shot on "A Likely Story," being produced by Richard Berger. "Sinbad The Sailor," RKO's follow-up to its successful "Spanish Main," goes into its 33rd day before the cameras. Stephen Ames produces. "Criminal Court," formerly titled "Manhattan Miracle," is in its third week. Martin Mooney produces and Robert Wise directs.

A big question mark as to starting date is "Honeymoon," which may be started by the time this appears in print. Difficulties arising from the use of Mexican studios for making the picture are causing the delay. Also, Joseph Cotten declined the role originally assigned

(*Continued on Page* 44)

MGM and Wallis Unite to Produce 'A-Bomb' Drama

Agreement between Hal Wallis and MGM not to duplicate motion pictures on the atom bomb was reached this week with Wallis agreeing to turn over story material and research for his contemplated "Top Secret" to Metro for its "The Beginning or the End."

The decision was reached when both parties saw that two films on the same subject would result in duplication of effort and loss of box-office appeal. Wallis, who acquires a financial interest in the production which MGM will produce and distribute, will act as consultant and advisor. Norman Taurog will direct.

Story Productions Plans Writers' Percentage Deals

Contracts by which authors of best sellers will share in the producers' share of receipts in motion pictures were announced this week by Armand S. Deutsch, president of Story Productions, Inc.

Under the new plan, the author gets a flat rate and then a percentage of the producer's share which can be as high as 10 per cent.

Five Thrillers for Rank

Five modern mystery thrillers have been put into production by associated J. Arthur Rank producers in London. They are: "Hungry Hill," the Daphne DuMaurier novel; "Odd Man Out," "The Root of All Evil," "Green for Danger" and "Daybreak." In the cutting room at present are: "A Matter of Life and Death," "The Magic Bow," "The Captive Heart," "The Years Between," "I See a Dark Stranger," "Carnival" and "Caravan."

Massine Directs Dances

Leonide Massine, choreographer of the Ballet Russe, has been signed by 20th Century-Fox to stage the dances for "Carnival in Costa Rica," Technicolor musical romance co-starring Dick Haymes, Celeste Holm, Vera Ellen, Cesar Romero and others. Gregory Ratoff will direct and William Bacher produce.

Brennan Set for Western

Walter Brennan has been signed by 20th Century-Fox for a role in "My Darling Clementine," dramatic story of the west in which Henry Fonda, Jeanne Crain, Linda Darnell and Victor Mature will co-star. John Ford directs the Technicolor production.

Signed for 'Rusty'

Twelve-year-old Mark Dennis, who played the Nazi brat in the Pasadena Playhouse production of "Tomorrow the World," has been signed by Columbia to play the lead, with Ted Donaldson, in "The Return of Rusty." Leonard Picker is the producer and William Castle will direct.

Important Roles

Bob Steele and Tom Tyler, Western stars, have been signed by Warners for important roles with Dennis Morgan and Jane Wyman in "Cheyenne."

HOLLYWOOD

Cinematographers to Celebrate Anniversary

Plans are being formulated to celebrate the 25th anniversary this June of the founding of the American Society of Cinematographers in Los Angeles. Celebration is being planned to highlight the purposes and accomplishments of the Society which, since its small beginning in the industry, has become an international association with members in almost every corner of the world.

Of the original cameramen who were charter members only six are still active in the industry. These comprise Philip C. Rosen, currently an RKO director; Charles E. Rosher; Victor Milner; Joe August, recently discharged from the Navy where he worked with John Ford; J. D. Jennings and L. Guy Wilky.

WB to Film 'Gay 90s'

Broadway columnist Louis Sobol's book, "Bill's Gay 90s," has been purchased by Warner Bros., and will be filmed with music as a presentation vehicle for eight players designated for star-grooming by that studio: Martha Vickers, Dorothy Malone, Joan Lorring, Peggy Knudsen, Jean Chandler, Arthur Kennedy, Don McGuire and Robert Lowell. Charles Huffman will produce.

Selznick Plans 'Sir Judas'

"Sir Judas," the story of Benedict Arnold, to be produced on the massive scale of "Gone With the Wind" and "Duel in the Sun," has been scheduled by David O. Selznick for early filming, with an all-star cast. The studio is not definite whether "Sir Judas" or "Little Women" will be produced first, depending on cast availabilities, but one will start between May 15 and June 15, with the other to follow in about two to three months.

Stellar Role for Wayne

John Wayne will star in RKO Radio's "In the Darkness of the Sun," screen version of C. E. Scoggins' novel "Tycoon," to be filmed as a top-budget Technicolor production, produced by Stephen Ames.

Lift Chester Option

Option on the services of Hal E. Chester as the producer of a second picture based on the Joe Palooka comic strip drawn by Ham Fisher, has been lifted by Monogram. "Joe Paoloka, Champ," first in the series, was recently completed.

Five for Grainger

Eddie Grainger, back at Republic studios after his release from the Army Air Forces, has been assigned five of the company's top forthcoming productions. First will be "The Fabulous Texan," to be produced early this summer on a lavish scale with a record budget.

Lansbury Borrowed

Angela Lansbury has been borrowed from MGM for the top feminine starring role in the Loew-Lewin production, "DeMaupassant's 'Bel Ami' or History of a Scoundrel," which will begin shooting April 15 for release through United Artists.

Busfield Controller

H. H. Busfield, formerly with Price, Waterhouse & Co., in Europe and the Near East, was named controller for United States Pictures, Inc., the Joseph Bernhard-Milton Sperling unit producing for Warner Bros.

STUDIO NEWS & PROGRAM NOTES

Morgan, Carson Teamed Again in 'Howdy, Stranger' Shirley Temple to Sing Two Songs in 'Honeymoon'

Willis Goldbeck has been assigned to direct "Uncle Andy Hardy," first picture in the Hardy series to be filmed since Mickey Rooney's release from the Army. Robert Sisk will produce.

Evelyn Keyes, Melvyn Douglas and Ann Miller will form a co-starring trio heading the cast of "Rio," Latin-American musical to be produced by Columbia. Filmed in Technicolor, the picture will be directed by S. Sylvan Simon and co-produced by Sidney Biddell and Allen Rivkin.

Ann Rooney, singer and dancer, has been signed to a long-term contract by Monogram producer Sam Katzman and will be featured with Freddie Stewart and June Preisser in the entire Teen-Agers series. Miss Rooney makes her debut with this group in "Freddie Steps Out," being directed by Arthur Dreifuss.

Richard Loo, Chinese actor, was cast in a featured role in Paramount's Pine-Thomas production, "Seven Were Saved." Story is about the air-sea rescue service and cast will include Richard Denning, Catherine Craig, Russell Hayden, Byron Barr, and Keith Richards.

John Carradine has been signed for a comedy lead in "Missouri Hayride," which Josef Berne will produce and direct for PRC. Musical is slated to go before the cameras the first week in April.

Anne Nagel and Kane Richmond have been given the two stellar spots in Republic's melodrama, "Traffic in Crime," with Adele Mara completing the trio of top names, and Lesley Selander directing for Associate Producer Don H. Brown.

Mark Hellinger announced the signing of Robert Siodmak, topflight Universal director, to direct Ernest Hemingway's "The Killers," which the independent producer will release through Universal. Hellinger is presently testing top talent for the leads and featured roles.

Jessica Tandy has been signed by 20th-Fox to an exclusive long-term contract, and given the role of Nan Britton in "Forever Amber."



REST PERIOD. Director Lewis Allen, Loretta Young and David Niven are shown discussing this and that during an idle moment between scenes of "The Perfect Marriage" at Paramount.

For scenes in MGM's forthcoming "A Woman of My Own," the studio is building a fleet of 25 French fishing boats, averaging 35 feet in length. The picture, which will star Greer Garson, Walter Pidgeon and Robert Montgomery, will be produced by Arthur Hornblow.

Comet Productions has borrowed Marc Cramer, who is under contract to Mary Pickford Productions, for the male lead in "Little Iodine," and signed Jean Tatriquin, former Broadway star, for the grandmother role.

Freddie Steele, ex-boxer whose performance in "Story of G.I. Joe" won wide acclaim, was set by Columbia for an important role in "Gallant Journey," the air epic being produced and directed by William A. Wellman.

Charles Dingle, character actor, joins cast of Paramount's "Welcome Stranger," starring Bing Crosby, Joan Caulfield and Barry Fitzgerald. Picture, with Sol C. Siegel producing and Elliott Nugent directing, is now in work with Larry Young, Elizabeth Patterson and Frank Faylen in the supporting cast.

Dennis Morgan and Jack Carson, Warners comedy pair, will be teamed again in "Howdy Stranger," for which writer I. A. L. Diamond will do the screenplay.

Shirley Temple will sing on the screen for the first time since her baby-star days. Two songs have been written for her by Mort Greene and Leigh Harline and she will introduce them in "Honeymoon," new RKO picture in which she has a starring role.

Frank McHugh, George Cleveland, Nana Bryant, Samuel S. Hinds, Jane Adams and Joan Fulton were added to the cast of Universal's comedy drama, "The Runaround," which Charles Lamont is directing. Rod Cameron and Ella Raines are starred with Broderick Crawford and Gale Sondergaard in top feature roles. Joseph Gershenson is the producer.

Associate Producer Dave W. Siegel announced the signing of Joan Blair for the role of the Devil's temperamental girl friend in the Charles R. Rogers picture, "Angel on My Shoulder." Paul Muni is the gangster. Claude Rains is Satan. Anne Baxter also stars in the film, which Archie Mayo is directing for United Artist release.

Ferrer to Vanguard

Melchor Ferrer, 28-year-old New York actor, writer and stage director, has been signed to a three-way acting, writing and directing film contract by Vanguard Films. His first chore will be probably be acting, perhaps in David O. Selznick's "Joan of Arc," in which Jennifer Jones will play the title role.

Borrows Preston

Benedict Bogeaus has borrowed Robert Preston from Paramount for one of the two leading male roles in "The Short Happy Life of Francis Macomber," the screen adaptation of the Ernest Hemingway story which Bogeaus will produce in association with Casey Robinson for United Artists release. Zoltan Korda will direct.

HOLLYWOOD

CHECK-UP ON PRODUCT IN WORK

(*Continued from Page 42*)

him and much controversy resulted; Franchot Tone is now set to co-star with Shirley Temple and Guy Madison. Tone will play the part of a young American vice-consul in Mexico City. Vicki Baum wrote the story.

Samuel Goldwyn starts production on two films for RKO release next month. They are "The Best Years of Our Lives," with Fredric March, Myrna Loy and others; and "The Secret Life of Walter Mitty," from the James Thurber story, in which Danny Kaye will star. Another independent producer releasing through RKO, Liberty Productions, will also start a picture in early April, "It's A Wonderful Life," starring Jimmy Stewart with Donna Reed. Plans call for a 90-day shooting schedule under Frank Capra's guidance.

RKO bought "The Brick Foxhole," one of 1945's best-sellers, as a starring vehicle for Dick Powell.

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PRC Again Quiet on Production Front; Several Pictures Planned—PRC has nothing going at the present time, but is currently releasing more pictures for the months of March and April than at any comparable time in its history. It seems that activity zooms at this studio or settles down to a lull.

Current plans call for a musical, "Missouri Hayride," which Josef Berne will both produce and direct. Another picture planned is the Alexander-Stern production of "Queen of Burlesque." Gene Lucas and Al Stewart are writing the tunes for the picture.

PRC bought an original story, "Quebec," from Clarence Green and Russell Rouse, which the company plans to shoot on location in the Canadian city. The company also bought an original by Edgar Ulmer and Franz Rosenwald called "Those We Fear."

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MONOGRAM Drops Slightly in Production Tempo, But Is Still Going at Good Clip—Monogram has two pictures currently before the cameras, as compared to three last week. However, several are planned for next week and others finished this week. Most recent starter is "Corpus Delecti," another in the Charlie Chan series, starring Sidney Toler. James S. Burkett produces and Terry Morse directs. The other picture rolling is "Freddie Steps Out," formerly called "High School Scandals," a Sam Katzman "Teen-Age" series production starring Freddie Stewart and June Preisser.

Jeffrey Bernerd's "Don't Gamble With Strangers" and "The Fighting Texan," Johnny Mack Brown western, finished last week.

The next "Cisco Kid" film, starring Gilbert Roland, was pushed back a week. It is now set to roll Monday. Also scheduled to start next week is "Bowery Bombshell," which was postponed a week. This is a Jan Grippo production for the Bowery Boys series.

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COLUMBIA Drops Behind in Production, But Plans Call For Increased Activity Next Week—This studio is rather quiet now, but if shooting schedules are adhered to, it will be much busier next week. Still going is "The Jolson Story," now in its 124th day. Another film now rolling is "Gallant Journey," starring Glenn Ford and Janet Blair, which is finishing its third week.

Finished this week was "Power of Attorney," a mystery drama, produced by Ted Richmond. Still going is "The Return of Rusty," dog picture with Ted Donaldson.

"Down to Earth," next Rita Hayworth musical spectacle, is set to start Monday, but this is only tentative. Rehearsals for dance numbers have been going on for about six weeks. Two others are planned to roll Monday. These are "Blondie Knows Best," with Arthur Lake, Penny Singleton and Larry Simms, and "The Coffin," with Jeff Donnell and Robert Scott. Wallace MacDonald produces and Henry Levin directs.

* * *

WARNER BROS. Has Greatest Shooting Schedule Since Start of War, With Seven Features in Production—Warners really have something to shout about this week, with a record number of films before the cameras—the highest number since 1941. Last week saw "Cheyenne," Dennis Morgan-Jane Wyman starrer, starting, with Raoul Walsh directing and Robert Buckner producing. "Stallion Road," the Humphrey Bogart-Lauren Bacall-Ronald Reagan opus, began March 18, with James Kern directing.

Most recent starter is "Life With Father," which is just getting under way. In Technicolor, the screen version of the Lindsay-Crouse stage success is being produced by Robert Buckner and directed by Michael Curtiz.

The fourth film before the lensmen is "Cloak and Dagger," a U. S. Pictures production, with Gary Cooper, Lilli Palmer and James Flavin. The picture, co-produced by Joseph Bernhard and Milton Sperling, is in its second week. Fifth offering is "Humoresque," being produced by Jerry Wald, and now in its 87th day. After illness which prevented her from accepting her Academy award, Joan Crawford is back at work in the film.

Sixth picture now going in Warners' unusual week is "The Sentence," starring Ann Sheridan with Kent Smith. Seventh is "A Very Rich Man," in its sixth week, featuring Sydney Greenstreet, Martha Vickers and others.

As soon as Claude Rains terminates his RKO commitment, he will move into Warners' "Deception," now ready for filming. Bette Davis and Paul Henreid are the film's other stars. "Ethan Frome" is also ready to go, with snow-scene backgrounds already shot by a camera unit that has just returned from the mountains.

Warners plan to release "Of Human Bondage," which stars Eleanor Parker, Paul Henreid and Alexis Smith.

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METRO-GOLDWYN-MAYER More Active This Week Than in the Past, With Six Films Rolling—MGM is on the ball again, with a sextet of pictures rolling, including the most recent starter, "My Brother Who Talked to Horses." This lengthily-titled film stars Butch Jenkins, child player, with Peter Lawford and Beverly Tyler. Sam Marx produces and Fred Zinneman directs.

Otherwise, the same five pictures that have been going on the lot for some time fill out the setup at MGM. By far the film that has been going longest is "Fiesta," which started on December 11. Much of the picture was shot in Mexico and now an equal amount of footage is being added at Culver City.

"Till the Clouds Roll By," all-star musical produced by Arthur Freed, finished its second month before the cameras today.

"You Were There," which has been going almost as long as "Clouds," stars Katherine Hepburn and Robert Taylor. "The Showoff," Red Skelton's starrer marking his return to the screen, is in its sixth week. "Tenth Avenue Angel," being produced by Ralph Wheelwright and directed by Richard Rowland, started 12 days ago.

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TWENTIETH CENTURY-FOX Excited About "Razor's Edge," to Go This Monday; Five Pictures Now Shooting—Big noise at 20th Century-Fox this week concerns "The Razor's Edge," which the studio is heralding even more loudly than the currently shooting "Forever Amber." "Razor's Edge," from the Somerset Maugham book, is being produced by Darryl F. Zanuck. Edmound Goulding will direct a cast which now includes such names as Tyrone Power, Gene Tierney, Clifton Webb, Herbert Marshall and others. The picture is scheduled to start Monday. Lamar Trotti did the screenplay.

Meanwhile, "Margie," Technicolor musical starring Jeanne Crain with Alan Young, moves into its seventh week under the direction of Henry King. "Forever Amber," which has been going for 13 days, is rolling under the production guidance of William Perlberg, who is also producing "Claudia and David," now in its 27th day. Walter Lang directs this one.

"Home Sweet Homicide," being directed by Lloyd Bacon, is in its third week, with Lynn Bari doing double duty by hopping over from the "Margie" set to this one. Randolph Scott co-stars.

Sol M. Wurtzel Productions' second offering, "Deadline for Murder," finishes its third week. James Tinling directs.

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REPUBLIC Lets Up a Bit in Production; Several Pictures Finished This Week—After last week's stand-out record of six films going, Republic slackened its pace to four now rolling.

In its 18th day is "Earl Carroll's Sketchbook," starring Constance Moore, Bill Marshall and others. "Rendezvous With Annie," featuring Eddie Albert, Faye Marlowe and Gail Patrick, moves into its third week. "Traffic in Crime," being directed by Lesley Selander, is in its second week.

"My Pal Trigger," Roy Rogers singing Western with Dale Evans, George "Gabby" Hayes and the Sons of the Pioneers, finished last week. Another Western started Tuesday, however, with Sunset Carson starring in "Red River Renegades." Also finished this week was Steve Sekely's "The Fabulous Suzanne."

With the completion of "My Pal Trigger," Armand Schaefer marked the 103d picture he has produced for Republic. Schaefer, who next produces "GI War Brides," will also handle the first Gene Autry, which goes before the cameras next month.

The Cass County Boys, western trio featured with Gene Autry, were signed to a seven-year contract by Republic. They make their first picture appearance when Autry resumes his screen career in April.

Mayo in 2 for Goldwyn

Virginia Mayo will appear in Samuel Goldwyn's Technicolor production of James Thurber's "The Secret Life of Walter Mitty," opposite Danny Kaye. Simultaneously she is cast in "The Best Years of Our Lives," Robert E. Sherwood's adaption of MacKinlay Kantor's novel, "Glory for Me," with Myrna Loy, Dana Andrews, Fredric March and Teresa Wright.

MGM Signs Colbert

Claudette Colbert has been signed by MGM for a starring role opposite Walter Pidgeon in "Secret Heart," based on an original play by Rose Franken and with screenplay by Ann Morrison Chapin. The picture will be produced by Edwin Knopf.

Wellman Has Date

William A. Wellman will report to the RKO Radio studio May 1 to direct James Stewart in "The Magic City," first of the Robert Riskin Productions.

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in parenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubray Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA

CURRENT 1944-45

				Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6504	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader (M)F	Phil Harris-Leslie Brooks	70	9/13/45	b2/9/46
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6023	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love	Vera Lynn-Donald Stewart	74	7/26/45	

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-L. Merrick	60	1/24/46	a11/24/45
	Bandit of Sherwood Forest (Tech.) (D)F	Cornel Wilde-Anita Louise	85	2/21/45	b2/23/46
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton	69	4/4/46	a11/10/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	10/4/46	a7/14/45
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	74	2/28/46	a11/17/45
7029	Girl of the Limberlost	R. Nelson-D. Clifton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay (M)F	J. Canova-R. Hunter-L. Merrick	62	11/29/45	b2/16/46
	Just Before Dawn	Warner Baxter-Adelle Roberts	69	3/7/46	
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway (MC)F	Reynolds-Brady-Falkenburg	78	1/3/46	b3/2/46
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	Notorious Lone Wolf	Gerald Mohr-Janis Carter	64	2/14/46	a11/10/45
	One Way to Love (C)F	W. Parker-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths	Jim Bannon-Ross Hunter	61	12/27/45	a11/10/45
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
	Perilous Holiday	P. O'Brien-R. Warwick-E. Buchanan	89	3/21/46	2/9/46
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6005	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	So Dark the Night	Micheline Cheirel-Steven Geray		4/2/46	a1/26/46
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

	Devil's Mask	Anita Louise-Jim Bannon			
	Great Highway	Glen Ford-Janet Blair			
	Gilda (D)F	Rita Hayworth-Glenn Ford	110	4/25/46	b3/16/46
	Man Who Dared	Leslie Brooks-George Macready			
	Mysterious Intruder	Richard Dix-Barton MacLane	62	4/11/46	a3/9/46
	Night Editor	William Gargan-Janis Carter	67	4/18/46	
	One Life Too Many	Leslie Brooks-George Macready			
	Phantom Thief	Chester Morris-Jim Bannon			a3/2/46
	Power of Attorney	Forrest Tucker-Lynn Merrick			
	Renegades (Tech.)	Evelyn Keyes-Willard Parker			
	Return of Rusty	Ted Donaldson-Mark Dennis			
	Jolson Story (Tech.)	L. Parks-E. Keyes-W. Demarest			a2/9/46
	Talk About a Lady	Jinx Falkenburg-Joe Besser		3/28/46	a3/2/46
	That Texas Jamboree	Ken Curtis-Jeff Donnell			
	Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman			a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

6201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw (W)F	Charles Starrett-Tex Harding	58	1/31/46	b2/16/46
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
	Roaring Rangers (W)F	Charles Starrett-Smiley Burnette	58	2/14/46	b3/16/46
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	55	12/20/45	b12/12/45
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	67	3/14/46	

Westerns (Coming)

	Galloping Thunder	Charles Starrett-Smiley Burnette	54	4/25/46	
	Gunning for Vengeance	Charles Starrett-Smiley Burnette	56	3/21/46	
	Heading West	Charles Starrett-Smiley Burnette			
	Landrush	Charles Starrett-Smiley Burnette			
	Phantom of the Desert	Charles Starrett-Smiley Burnette			
	Terror Trail	Charles Starrett-Smiley Burnette			
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug.	b7/21/45
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/45

MGM

CURRENT 1944-45

Group No.			Mins.	Rel. Date	See Issue of
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/45
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/45
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/45
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/45
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/45

Current 1945-46

13	Abbott & Costello In Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/45
Sp.	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125	Mar	b12/22/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/45
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/45
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	127		a1/26/46
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45
	Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110	Mar	b1/12/46

COMING

	A Woman of My Own	Greer Garson-Robert Montgomery			
	Bad Bascomb (W)F	Wallace Beery-Margaret O'Brien	110	Apr-May	b2/9/46
	Black Sheep	James Craig-Skippy Homeier			
	Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
	But Not Goodbye	K. Wynn-F. Morgan			a2/9/46
	Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
	Faithful in My Fashion	Donna Reed-Tom Drake			a2/9/46
	Fiesta (Tech.)	Esther Williams-John Carroll			a2/9/46
	Green Years, The (D)F	C. Coburn-T. Drake-S. Royle	127		b3/16/46
	Hold High the Torch (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/46
	Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			a2/9/46
	Hoodlum Saint (D)A	William Powell-Esther Williams	93	Apr-May	b2/9/46
	Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
	Little Mr. Jim	James Craig-Frances Gifford			a1/26/46
	My Brother Who Talked to Horses	Butch Jenkins-Peter Lawford			
	No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			a2/9/46
	Postman Always Rings Twice (D)A	Lana Turner-John Garfield	113	Apr.-May	b3/16/46
	Show-Off	R. Skelton-M. Maxwell-M. Main			
	Star From Heaven	Marshall-Thompson-Jim Davis			a3/2/46
	Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			
	Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			a3/2/46
	Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
	Two Sisters From Boston (CM)F	Kathryn Grayson-June Allyson	112	Apr-May	b3/9/46
	Two Smart People	J. Hodiak-L. Ball-L. Nolan			a2/9/46
	Woman of My Own	Greer Garson-Robert Montgomery			
	Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45
	You Were There	K. Hepburn-R. Taylor			

MONOGRAM

Prod. No.			Mins.		
	CURRENT 1944-45				
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
	CURRENT 1945-46				
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
504	Black Market Babies (D)A	Ralph Morgan Teala Loring	71	1/5/46	b12/8/45
528	Face of Marble (H)A	John Carradine-Claudia Drake	72	2/2/46	b1/26/46
507	Fear (My)A	Warren William-Anne Gwynne	68	3/2/46	b12/29/45
509	Live Wires (D)F	Leo Gorcey-Huntz Hall	65	1/12/46	b2/16/46
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
527	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61	2/16/46	b1/19/46
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/12/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	69	12/8/45	b9/29/45
503	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74	3/16/46	b1/26/46

COMING

526	Behind the Mask	Kane Richmond-Barbara Reed			a3/2/46
	Corpus Delicti	Sidney Toler-Victor Sen Yung			
519	Dark Alibi	S. Toler-B. Fong-M. Moreland			a1/26/46
	Don't Gamble With Strangers	Kane Richmond-Bernedene Hays			
529	Gay Cavalier	Gilbert Roland-Martin Garalaga			
	Freddie Steps Out	Freddie Stewart-June Preisser			
	In Fast Company	Leo Gorcey-Huntz Hall			a3/16/46
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox			a3/2/46
514	Junior Prom (M)F	Freddie Stewart-June Preisser	69		b3/2/46
	Suspense	Belita-Barry Sullivan-E. Pallette		6/1/46	a12/29/45

Westerns (Current 1944-45)

452	Drifting Along	J. M. Brown-Raymond Hatton		1/26/46	a11/17/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45	
566	Haunted Mine, The	J. M. Brown-Raymond Hatton	52	3/2/46	
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45	b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45	b10/27/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45	
565	Border Bandits (W)F	J. M. Brown-R. Hatton	57	1/12/46	b2/23/46
571	Lonesome Trail	J. Wakely-Lee White	55	12/8/45	
572	Moon Over Montana	Jimmy Wakely-Lee White	54	2/23/46	

Westerns (Coming)

	Fighting Texan	J. M. Brown-R. Hatton			
567	Under Arizona Skies	J. M. Brown-Raymond Hatton		4/13/46	
573	West of the Alamo	Jimmy Wakely-Lee "Lasses" White		4/6/46	

PARAMOUNT

Block No.	CURRENT 1944-45		Rel. Mins.	Date	See Issue of
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
5	Scared Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	8/25/46	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45
	Current 1945-46				
1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Follow That Woman (My)	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
5	Masquerade In Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/45	a4/7/45
3	Miss Susie Slagle's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45
5	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45
	COMING				
	Big Town	Philip Reed-Hillary Brooke			a2/9/46
4	Blue Dahlia (My)A	A. Ladd-V. Lake-W. Bendix	100		b2/2/46
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
5	Bride Wore Boots	B. Stanwyck-R. Cummings-D. Lynn			
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Easy Some, Easy Go	Betty Hutton-Sonny Tufts			a4/7/45
5	Hot Cargo (D)F	W. Gargan-J. Rogers-P. Reed	57		b3/16/46
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/10/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	O.S.S.	A. Ladd-G. Fitzgerald-P. Knowles			
5	Our Hearts Were Growing Up (C)F	B. Donlevy-G. Russel-D. Lynn	83		b3/16/46
	Perfect Marriage, The	L. Young-D. Niven-V. Field			
	Perils of Pauline	Betty Hutton-John Lund			
8	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
	Searching Wind	R. Young-A. Richards-S. Sidney			a3/2/46
	Seven Were Saved	Richard Denning-Catherine Craig			
	Strange Love of Martha Ivers (D)A	Stanwyck-L. Scott-Heflin	116		b3/16/46
	Suddenly It's Spring	F. MacMurray-P. Goddard			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	T. Wright-B. Donlevy-R. Milland			a6/23/45
4	They Made Me a Killer (D)A	Robert Lowery-Barbara Britton	64		b1/26/46
5	To Each His Own (D)A	Olivia de Havilland-John Lund	122		b3/16/46
	Too Good to Be True	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
4	Virginian, The (Tech.) (W)F	J. McCrea-B. Donlevy-S. Tufts	90		b1/26/46
	Welcome Stranger	Bing Crosby-Barry Fitzgerald			
4	Well Groomed Bride (C-D)F	R. Milland-O. deHavilland-S. Tufts	75		b2/2/46

PRC

	CURRENT 1944-45				
	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
	Arsen Squad (My)A	F. Albertson-R. Armstrong	66	9/11/45	b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	10/23/45	b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
	Dangereus Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
	Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46	b1/19/46
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
	I Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	6/15/45	b3/31/45
	Man Who Walked Alone (C)F	Kay Aldridge-Dave O'Brien	74	3/15/46	b2/17/45
	Mask of Diijon (D)A	Eric von Stroheim-Jeanne Bates	70	3/7/46	b2/2/46
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
	Strangler of the Swamp (H) A	R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/45	b11/11/44
	White Ponge (D)F	Richard Fraser-Marie Wrixon	76	11/2/45	b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/46	b6/16/45
	COMING				
	Avalanche	Bruce Cabot-Roscoe Karns			
	Crime in the Night	Hugh Beaumont-Cheryl Walker			
	Devil Bat's Daughter	Rosemary LaPlanche-John James			
	Murder Is My Business (My)F	Hugh Beaumont-Cheryl Walker	63		b3/9/46
	Once and For All	N. Coleman-P. Reed-F. Cressart			a12/22/45
	Wife of Monte Cristo	John Loder-Lenore Aubert			a12/29/45
	Westerns (Current 1944-45)				
	Ambush Trail (W)F	Bob Steele-Lorraine Miller	56	2/17/46	b2/2/46
	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
	Navajo Kid	Bob Steele		11/21/45	a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
	Six Gun Man (W)F	Bob Steele	59	2/1/46	b1/26/46
	Song of Old Wyoming (W)F	Eddie Dean-Sarah Padden	67	11/12/45	b8/18/45
	Stage Coach Outlaws (W)F	Buster Crabbe-Al "Fuzzy" St. John	59	8/17/45	b7/21/45
	Three in the Saddle (W)F	Dave O'Brien-Tex Ritter	61	7/26/45	b9/22/45
	Westerns (Coming)				
	Caravan Trail (Color)	Eddie Dean-Emmett Lynn			
	Colorado Serenade	Eddie Dean-Mary Kenyon			
	Gentlemen With Guns (W)F	Buster Crabbe-Al St. John	52		b3/16/46
	Law Crusaders	Buster Crabbe-Al St. John			
	Man Without a Gun	Bob Steele-Ellen Hall			
	Romance of the West (W)F	Eddie Dean	58	3/20/46	b2/16/46
	Terrors on Horseback	Buster Crabbe-Al St. John			

RKO-RADIO

Block No.	CURRENT 1944-45		Trade Shown		
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
6p.	It's a Pleasure (Tech.) (DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45
	CURRENT 1945-46				
5p.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/15/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept.	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Tevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
6p.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
6p.	Wonder Man (Tech.) (C)F	D. Kaye-V. Maye	98	Apr	b4/28/45

RKO-RADIO (Cont.)

Block No.	Current 1945-46		Trade Mins.	Shown	See Issue of
	COMING				
4	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	A Likely Story	Bill Williams-Barbara Hale			a3/16/46
	Badman's Territory	R. Scott-A. Richards-L. Tierney			a2/9/46
	Bamboo Blonde	Frances Langford-Russell Wade			a3/16/46
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
	Child of Divorce	Sharyn Moffett-Regis Toomey			a3/16/46
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Criminal Court	T. Conway-M. O'Driscoll			
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
4	Deadline at Dawn (My)F	S. Hayward-P. Lukas-B. Williams	83		b2/16/46
	Desirable Woman	Joan Bennett-Robert Ryan			a3/9/46
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Double Trouble	Jack Haley-Anne Jeffreys			
	Falcon's Alibi	Tom Conway-Rita Corday			
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95		b3/2/46
4	From This Day Forward	J. Fontaine-M. Stevens-A. Judge			
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.)	D. Kaye-V. Mayo-Vera-Ellen			
	Lady Luck	R. Young-B. Hale-F. Morgan			a3/16/46
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b8/29/45
	Notorious	C. Grant-Ingrid Bergman			a2/9/46
4	Riverboat Rhythm (C)F	Leon Errol-Joan Newton	65		b2/9/46
	Sinbad the Sailor (Tech.)	D. Fairbanks, Jr.-M. O'Hara			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			a3/2/46
3	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step by Step	Lawrence Tierney-Anne Jeffreys			a2/9/46
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
4	Tarzan and the Leopard Woman (A)F	J. Weissmuller-B. Joyce	72		b2/16/46
	Till the End of Time	Dorothy McGuire-Guy Madison			a2/9/46
Sp.	Tomorrow Is Forever (D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	What Nancy Wanted	Laraine Day-Brian Aherne			
	Without Reservations	Claudette Colbert-John Wayne			a2/9/46

REPUBLIC

Rel. Date	CURRENT 1944-45		Prod. No.		
446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/45
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/45
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/15/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/20/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/15/45	b12/22/45
	Current 1945-46				
508	A Guy Could Change (D)F	Allan Lane-Jane Frazee	65	1/27/46	b1/26/46
503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
513	A Strange Impersonation (D)F	Brenda Marshall-William Gargan	68	3/16/46	b3/2/46
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
511	Crime of the Century	Stephanie Bachelor-Michael Browne	56	2/28/46	a12/1/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
509	Gay Blades	Allan Lane-Jean Rogers	67	1/25/46	a1/26/46
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
510	Madonna's Secret, The (D)F	F. Lederer-A. Rutherford-G. Patrick	79	2/16/46	b2/23/46
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
447	Song of Arizona (W)F	Roy Rogers-Dale Evans	68	3/9/46	b3/6/46
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/45
	COMING				
	Catman of Paris (H)A	Carl Esmont-Lenore Aubert	56		b2/23/46
	Earl Carroll's Sketchbook	Constance Moore-William Marshal			
	Fabulous Suzanne	Barbara Britton-Rudy Vallee			
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			a3/2/46
	Ghost Goes Wild	James Ellison—Ann Gwynne			
	Home on the Range	Monte Hale-Adrian Booth			a1/26/46
	Inner Circle	Warren Douglas-Veda Ann Borg			
	In Old Sacramento	Constance Moore-William Elliott	84		
	I've Always Loved You	Catherine McLeod-Philip Dorn			a1/26/46
	Invisible Informer	Linda Sterling-William Henry			a3/16/46
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			a1/26/46
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			a3/2/46
	Man From Rainbow Valley	Monte Hale-Adrian Booth			
512	Murder in the Music Hall (My)F	Vera Hruba Ralston-W. Marshall	84	4/10/46	b2/23/46
	My Pal Trigger	R. Rogers-D. Evans-G. Hayes			
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			a3/2/46
	Passkey to Danger	Stephanie Bachelor-Adele Mara			a3/2/46
	Rainbow Over Texas	Roy Rogers-Dale Evans			a3/9/46
	Rendezvous With Annie	Eddie Albert-Gail Patrick			
	Specter of the Rose	Michael Chekhov-Judith Anderson			a3/2/46
	Traffic in Crime	Kane Richmond-Adele Mara			
	Twisted Circle	Adele Mara-William Frawley			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45
	Westerns (Current 1945-46)				
551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
565	California Gold Rush (W)F	Wild Bill Elliott-Bobby Blake	60	2/4/56	b3/2/46
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	64	12/13/45	b2/2/46
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
554	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	56	2/8/46	
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshall of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/7/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Chevenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
566	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming	56	3/29/46	
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue

REPUBLIC (Cont.)

Westerns (Coming)

			Mins.	Rel. Date	See Issue of
564	Wagon Wheels Westward (W)F.	Wild Bill Elliott-Bobby Blake	56	12/21/45	b1/19/46
	Alias Billy the Kid	Sunset Carson-Peggy Stewart			
	Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			
	El Paso Kid	Sunset Carson-Marie Harmon			
	Red River Renegades	Sunset Carson-Peggy Stewart			
	Santa Fe Uprising	Allan Lane-Martha Wentworth			
	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
	Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.			Mins.	Rel. Date	See Issue of
523	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June	b6/9/45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F	Thomas Mitchel]-Mary Anderson	71	July	b6/9/45

Current 1945-46

601	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
611	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov.	b1/19/46
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117	Mar	b12/1/45
622	A Yank in London	Anna Neagle-Rex Harrison	110	Mar	
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb	b1/19/46
604	Captain Eddie (B)F	F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F	J. Dunn-Sheila Ryan	65	Sept	b7/12/45
610	Col. Effingham's Raid (CD)F	C. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
617	Dell Face (CM)F	C. Miranda-P. Como-V. Blaine	80	Jan.	b12/22/45
609	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov	b8/29/45
612	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
618	Jesse James	T. Power-H. Fonda-N. Kelly	106	Feb	Re-release
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug	b6/16/45
614	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
619	Return of Frank James	Henry Fonda-Gene Tierney	92	Feb	Re-release
621	Sentimental Journey (D)F	M. O'Hara-J. Payne-W. Bendix	94	Mar	2/9/46
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec	b10/13/45
615	Sheik (D)F	Vincent Price-Lynn Bari	70	Feb	b1/19/46
607	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug	b6/2/45
602	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

	Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell			a1/26/46
	Black Beauty	Mona Freeman-Richard Denning			
	Centennial Summer (Tech.)	Crain-Darnell-Bennett			a10/20/45
	Claudia and David	Dorothy McGuire-Robert Young			
	Cluny Brown	Charles Boyer-Jennifer Jones			a1/26/46
	Dark Corner	Lucille Ball-William Bendix			a1/26/46
	Deadline for Murder	Sheila Ryan-Kent Taylor			
	Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James			a5/19/45
623	Dragonwyck (D)A	G. Tierney-V. Price-W. Huston	103	Apr.	b2/23/46
	Forever Amber (Tech.)	P. Cummins-C. Wilde-V. Price			
	Home Sweet Homicide	P. Ann Garner-R. Scott			
	It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn			
624	Johnny Comes Flying Home	Martha Stewart-Richard Crane	65	Apr.	a1/5/46
	Margie (Tech.)	Jeanne Crain-Alan Young			
	Rendezvous 24	William Gargan-Maria Palmer			
	Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes			a1/5/46
	Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives			a10/6/45
	Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis			a1/5/46
	Strange Triangle	Signe Hasso-John Shepard			a1/26/46
	Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne			a1/26/46
	Wake Up and Dream	John Payne-June Haver			a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
	Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
	Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46	b1/19/46
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
	Diary of a Chambermaid (D)A	P. Goddard-B. Meredith	86	2/14/46	b2/2/46
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12(8(44	b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	3/15/46	b11/17/45
	Outlaw, The	Jane Russell-Walter Huston		2/8/46	
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45	b6/23/45
	Whistle Stop (D)F	George Raft-Ava Gardner	85	1/25/46	b1/12/46
	Young Widow (D)A	Jane Russell-Louis Hayward	100	3/1/46	b2/23/46

COMING

	Angel on My Shoulder	P. Muni-A. Baxter-C. Rains			a2/9/46
	A Night in Casablanca	Marx Bros.-Charles Drake			
	A Scandal in Paris	G. Sanders-S. Hasso-C. Landis			a12/22/45
	Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135		b12/22/45
	Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten			
	Fanny By Gaslight	James Mason-Phyllis Calvert			
	Henry the Fifth	L. Olivier-R. Asherson			
	Mr. Ace	George Raft-Sylvia Sidney			
	Rebecca	L. Olivier-Joan Fontaine	130		Reissue
	Sin of Harold Diddlebock	H. Lloyd-R. Walburn-J. Conlin			a2/9/46
	Strange Woman, The	H. Lamarr-G. Saners-L. Hayward			
	This Happy Breed	Robert Newton-Celia Johnson			

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/29/45	b7/21/45
9042	Blonde Ransom	Virignia Grey-Donald Cook	68	6/15/45	a1/6/45
9007	East Side of Heaven	Bing Crosby	88	6/15/46	Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45	b/16/45
9001	Lady of a Train	D .Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/19/45
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

UNIVERSAL (Cont.)

Current 1945-46

Prod. No.			Mins.	Rel. Date	See Issue of
516	Because of Him (CM)F	D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/3/45
510	Daltons Ride Again (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45	b11/17/45
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A	Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
518	Idea Girl (C)F	Jess Barker-Julie Bishop	60	2/8/46	b2/2/46
520	Little Giant (C)F	Abbott-Costello	91	2/22/46	b3/2/46
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b8/18/45
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45	b10/27/45
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/29/45
519	Seventh Veil (D)A	James Mason-Ann Todd	94	2/15/46	b11/10/45
501	Shady Lady (CM)F	S. Coburn-G. Simms-R. Paige	83	9/7/45	b8/8/45
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45	b10/20/45
517	Terror By Night (My)A	B. Rathbone-Nigel Bruce	60	2/1/46	b2/2/46
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/22/45
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

527	Blonde Alibi	Tom Neal-Martha O'Driscoll		4/12/46	a3/2/46
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	95		b2/16/46
	Brute Man	Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward			a10/6/45
532	Cat Creeps	Lois Collier-Noah Beery, Jr.		5/17/46	a1/26/46
	Dead of Night	Michael Redgrove-Googie Withers			
	Dressed to Kill	Rathbone-N. Bruce-P. Morison			a3/2/46
	Fandango (Tech.)	DeCarlo-Donlevy-Aumont			a2/9/46
	Ghost Steps Out	Abbott-Costello-M. Reynolds			
525	House of Horrors (H)A	Kent Taylor-Virginia Grey	65	3/29/46	b3/9/46
	Inside Job	A. Curtis-A. Rutherford-P. Foster			
	Kelly Is My Name	Phil Terry-Ann Savage			
	Lesson in Love	G. Brent-L. Ball-V. Zorina			
	Little Miss Big	Fay Holden-Beverly Simmons			
534	Love Takes a Holiday	Joan Davis-Jack Oakie		5/31/46	a3/9/46
526	Madonna of the Seven Moons (D)A	P. Roc-P. Calvert-S. Granger	89	4/5/46	b1/26/46
	Night in Paradise (Tech.)	Merle Oberon-Turhan Bey		5/3/46	
	Notorious Gentlemen (D)A	Rex Harrison-Lilli Palmer	110		b2/16/46
	Runaround	Rod Cameron-Ella Raines			
531	She Wolf of London	Sara Haden-Una O'Connor	92	5/17/46	a1/5/46
521	Smooth as Silk (My)A	Kent Taylor-Virginia Grey	66	3/1/46	b3/9/46
528	So Goes My Love	Myrna Loy-Don Ameche		5/19/46	11/24/45
524	Spider Woman Strikes Back	G. Sondergaard-K. Grant-B. Joyce		3/22/46	a11/10/45
530	Strange Conquest	Jane Wyatt-Jess Barker		5/16/46	a3/2/46
522	Tangier (D)F	M. Montez-P. Foster-R. Paige	75		b3/9/46
	Wicked Lady (D)A	M. Lockwood-J. Mason-P. Roc	100		b1/12/46

Westerns (Current 1944-45)

9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45	4/19/46
9081	Riders of the Santa Fe (W)F	Rod Cameron-Eddie Dow	65	1/10/45	2/b23/46

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45	
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/45	a12/22/46
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45	

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F	B. Stanwyck-D. Morgan	101	8/11/45	a7/21/45
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45	b6/16/45
419	Corn Is Green (D)A	Bette Davis-John Dall	114	7/21/45	b3/31/45
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	82	6/9/45	b6/16/45

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45	Reissue
512	Burma Victory (Wa)A	Documentary	63	2/16/46	b12/22/45
513	Cinderella Jones (C)F	Joan Leslie-Robert Alda	88	3/9/46	b2/16/46
506	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45	b9/29/45
510	My Reputation (D)F	Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	8/4/45	b8/11/45
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45	b6/30/45
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45	b11/24/45
511	Three Strangers (D)A	Fitzgerald-Greenstreet-Lorre	92	2/15/46	b1/26/46
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45	b11/17/45

COMING

	Appointment in Tokyo (Wa)	Documentary	54		b12/1/45
	A Very Rich Man	S. Greenstreet-M. Vickers-D. Clark			
	Beast With Five Fingers	R. Alda-A. King-P. Lorre			
	Big Sleep	H. Bogart-Lauren Bacall			a2/16/45
515	City for Conquest	James Cagney-Ann Sheridan	98	4/13/46	Reissue
	Cheyenne	Dennis Morgan Jane Wyman			
	Cloak and Dagger	Gary Cooper-Lilli Palmer			
517	Devotion (D)A	O. deHavilland-L. Lupino	107	4/20/46	a2/17/46
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/9/46
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark			a12/22/45
	Humeresque	J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married	Joan Leslie-Robert Hutton			a11/24/45
	Never Say Goodbye	Erroll Flynn-Eleanor Parker			a12/1/45
	Night and Day	C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever	J. Garfield-G. Fitzgerald			a2/16/45
516	No Time for Comedy	James Stuart-Rosalind Russell	93	4/13/46	Reissue
	Of Human Bondage	P. Henreid-E. Parker-P. Knowles			a8/16/44
	One More Tomorrow	Ann Sheridan-Dennis Morgan			a11/26/44
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring			a3/9/46
514	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	135	3/30/46	b11/24/45
	Sentence, The	Ann Sheridan-Robert Alda			
	Shadow of a Woman	Andrea King-William Prince			a4/28/45
	Stallion Road	Humphrey Bogart-Lauren Bacall			
	Stolen Life	B. Davis-G. Ford-W. Brennan			a3/31/45
	The Man I Love	Ida Lupino-Robert Alda			a11/24/45
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson-J. Wyman			a12/1/45
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie			
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith			a11/24/44

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett	Film Clas.		a10/4/44
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Adventure in Music (M)	Jose Iturbi & Others	62		b5/27/44
	Battle for Music (Doc.)F	London Philharmonic	74	FourCents	b10/28/44
	Crainquebille (D)A	French Cast	59	Hoffberg	b10/28/44
	1812 (Hist.)	Russian Cast	95	Artkino	b9/16/44
	Fall of Berlin (Doc.)F		70	Artkino	b9/15/44
	I Know Where I'm Going (D)F	Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
	Journey Together (D)F	Ed. G. Robinson-Bessie Love	80	Eng. Films	b3/9/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourCents	b10/20/45
	Open City (D)A	Aldo Fabrizi-Anna Magnani	100	Mayer-Bur'n	b3/9/46
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite	b10/27/44

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Misc.
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Misc.
Adventure in Music	Misc.
Auventures of Rusty	Col.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
Avalanche	PRC
A Very Rich Man	WB
A Walk in the Sun	20th-Fox
A Woman of My Own	MGM
A Yank in London	20th-Fox

B

Title	Company
Bachelor's Daughters	UA
Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Bottle for Music	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Behind the Mask	Mono.
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Boss of Boomtown	Univ.
Boston Blackie's Rendezvous	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brief Encounter	Univ.
Brute Man	Univ.
Burma Victory	WB
But Not Goodbye	MGM

C

Title	Company
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Cheyenne	WB
Chicago Kid	Rep.
Child of Divorce	RKO
Cinderella Jones	WB
City for Conquest	WB
Claudia and David	20th-Fox
Cloak and Dagger	WB
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Colorado Serenade	PRC
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Corpus Delicti	Mono.
Cowboy Canteen	Col.
Crack-Up	RKO
Crainquebille	Misc.
Crime Doctor's Warning	Col.
Crime in the Night	PRC
Crime of the Century	Rep.
Crime School	WB
Criminal Court	RKO
Cross My Heart	Para.
Crimson Canary	Univ.

D

Title	Company
Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Danger Street	Para.
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danger Signal	WB
Danny Boy	PRC
Dark Alibi	Mono.
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devil's Mask	Col.
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Don't Gamble with Strangers	Mono.
Double Furlough	UA
Double Trouble	RKO
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Dresseu to Kill	Univ.
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Title	Company
Earl Carroll's Sketchbook	Rep.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
1812	Misc.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Escape Me Never	WB
Experiment Perilous	RKO

F

Title	Company
Fabulous Suzanne	Rep.
Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fall of Berlin	Misc.
Fandango	Univ.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Texan	Mono.
First Yank Into Tokyo	RKO
Flaming Bullets	PRC
Follow That Woman	Para.
Forever Amber	20th-Fox
Freddie Steps Out	Mono.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Title	Company
Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scanuals of 1945	RKO
Getting Gertie's Garter	UA
Ghost Goes Wild	Rep.
Ghost Steps Out	Univ.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great Highway	Col.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Title	Company
Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold High the Torch	MGM
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Home Sweet Homicide	20th-Fox
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do	PRC
Humoresque	WB

I

Title	Company
Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Know Where I'm Going	Misc.
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Fast Company	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Inside Job	Univ.
Inner Circle	Rep.
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Title	Company
Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jolson Story	Col.
Journey Together	Misc.
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Title	Company
Kelly Is My Name	Univ.
Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Title	Company
Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Lesson in Love	Univ.
Let 'Em Have It	Astor
Life With Blondie	Col.
Lighting Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Little Miss Big	Univ.
Little Mr. Jim	MGM
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Love Takes a Holiday	Univ.

M

Title	Company
Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man From Rainbow Valley	Rep.
Man Who Dared	Col.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Margie	20th-Fox
Marked Trails	Mono.
Marshall of Laredo	Rep.
Marshall of Rene	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Mr. Ace	UA
Monsieur Beaucaire	Para.
Moon Over Montana	Mono.
Murder, He Says	Para.
Murder in My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Brother Who Talked to Horses	MGM
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Pal Trigger	Rep.
My Reputation	WB
Mysterious Intruder	Col.

N

Title	Company
Naughty Nineties	Univ.
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night in Paradise	Univ.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
No Time for Comedy	WB
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentlemen	Univ.
Notorious Lone Wolf	Col.

O

Title	Company
Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open City	Misc.
Open Verdict	WB
O.S.S.	Para.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of the World	Para.
Over 21	Col.

P

Title	Company
Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Penthouse Rhythm	Univ.
People Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Perils of Pauline	Para.
Phantom of the Desert	Col.
Phantom of the Plains	Rep.
Phantom Thief	Col.
Picture of Dorian Gray	MGM
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Power of Attorney	Col.
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ.

R

Title	Company
Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Rebecca	UA
Red Dragon	Mono.
Red River Renegades	Rep.
Rendezvous 24	20th-Fox
Rendezvous With Annie	Rep.
Renegades	Col.
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of Rusty	Col.
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dan	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para.
Roaring Rangers	Col.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col.
Runaround	Univ.
Rustlers of the Badlands	Col.

S

Title	Company
Sailor Takes a Wife	MGM
San Antonio (Tech.)	WB
Santa Fe Uprising	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Street	Univ.
Scotland Yard Investigator	Rep.
Searching Wind	Para.
Senorita From the West	Univ.
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seven Were Saved	Para.
Seventh Veil	Univ.
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ.
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col.
Sheriff of Redwood Valley	Rep.
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Silver City Kid	Col.
Silver Fleet	PRC
Sinbad the Sailor	RKO
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Snafu	Col.
Smoky	20th-Fox
Smooth As Silk	Univ.
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Stallion Road	WB
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Steppin' In Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Holiday	Misc.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love of Martha Ivers	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Suddenly It's Spring	Para.
Sunbonnet Sue	Mono.
Sunset in El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Title	Company
Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Tenth Avenue Angel	MGM
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Threw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Good to Be True	Para.
Too Young to Know	WB
Town Went Wild	PRC
Traffic in Crime	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Twisted Circle	Rep.
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Smart People	MGM
Two Years Before the Mast	Para.

U

Title	Company
Undercover Woman	Rep.
Underdog, The	PRC
Under Arizona Skies	Mono.
Unseen, The	Para.
Up Goes Maisie	MGM

V

Title	Company
Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Title	Company
Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ.
Welcome Stranger	Para.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Nancy Wanted	RKO
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pongo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Reservations	RKO
Woman in Green	Univ.
Woman of My Own	MGM
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Title	Company
Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA
You Were There	MGM

Z

Title	Company
Ziegfeld Follies of 1946	MGM

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn That Texas Jamboree Walls Came Tumbling Down Phantom Thief	Pardon My Past Gilda Devil's Mask Man Who Dared	Power of Attorney Return of Rusty Gallant Journey Jolson Story
METRO	Hold High the Torch Up Goes Maisie Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Little Mr. Jim Two Smart People Yearling, The	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Last Chance Holiday in Mexico Green Years Three Wise Fools But Not Goodbye Faithful in My Fashion	Till the Clouds Roll By Fiesta You Were There The Show-Off A Woman of My Own Tenth Avenue Angel My Brother Who Talked to Horses Woman of My Own
MONO.	Black Market Babies Live Wires Red Dragon Joe Palooka, Champ Gay Cavalier	Strange Mr. Gregory Junior Prom Behind the Mask In Fast Company	Don't Gamble with Strangers Freddie Steps Out Corpus Delicti
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town Too Good to Be True	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The They Made Me a Criminal Strange Love of Martha Ivers Ladies Man California Searching Wind Perfect Marriage Danger Street	Perils of Pauline Suddenly It's Spring Welcome Stranger Seven Were Saved
PRC	Wife of Monte Cristo Devil Bat's Daughter Crime in the Night	Once And For All Murder Is My Business Avalanche	
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass Notorious Sister Kenny Crack-Up Double Trouble	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder Till the End of Time Without Reservations Step By Step	Desirable Woman A Likely Story Sinbad the Sailor Child of Divorce Criminal Court What Nancy Wanted
REP.	Crime of the Century French Key Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile In Old Sacramento Glass Alibi Man From Rainbow Valley Inner Circle Ghost Goes Wild	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger My Pal Trigger Twisted Circle	Fabulous Suzanne Fabulous Suzanne Earl Carroll's Sketchbook Rendezvous With Annie Traffic in Crime
20th-FOX	Centennial Summer Black Beauty Dark Corner Rendezvous 24 It Shouldn't Happen to a Dog Anna and the King of Siam	Smoky Wake Up and Dream Do You Love Me? Somewhere in the Night Strange Triangle Cluny Brown Shocking Miss Pilgrim Three Little Girl in Blue	Margie Claudia and David Deadline for Murder Forever Amber Home Sweet Homicide
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Duel in the Sun Sin of Harold Diddlebock Fanny by Gaslight	Strange Woman Mr. Ace Angel on My Shoulder Bachelor's Daughters
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl Smooth As Silk	Seventh Veil Wicked Lady Dressed to Kill Little Miss Big Notorious Gentlemen Inside Job	Dead of Night Fandango Lesson in Love Runaround
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo Beast With Five Fingers Two Guys From Milwaukee	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict Escape Me Never	Humoresque Sentence, The A Very Rich Man Ghost Steps Out Kelly Is My Name Stallion Road Cloak and Dagger Cheyenne

NEW PICTURES STARTED LAST WEEK

Eleven pictures started at nine studios last week. A year ago last week four pictures went before the cameras. Last week's starters:

COLUMBIA

Return of Rusty—Principals: Ted Donaldson, Mark Dennis, Barbara Wooddell. Director, William Castle.

METRO-GOLDWYN-MAYER

My Brother Who Talked to Horses—Principals: Butch Jenkins, Peter Lawford. Director, Fred Zinnemann.

MONOGRAM

Corpus Delicti—Principals: Sidney Toler, Victor Sen Yung, Tanis Chandler. Director, Terry Morse.

PARAMOUNT

Seven Were Saved—Principals: Richard Denning, Catherine Craig, Russell Hayden. Director, William Pine.

RKO

What Nancy Wanted—Principals: Laraine Day, Brian Aherne, Robert Mitchum. Director, John Brahm.

REPUBLIC

Traffic in Crime—Principals: Kane Richmond, Adele Mara. Director, Lesley Selander.

UNITED ARTISTS

The Bachelor's Daughters—Principals: Gail Russell, Claire Trevor, Ann Dvorak, Jane Wyatt, Adolphe Menjou. Director, Andrew Stone.

UNIVERSAL

The Runaround—Principals: Rod Cameron, Ella Raines, Broderick Crawford. Director, Charles Lamont.

WARNER BROS.

Stallion Road—Principals: Humphrey Bogart, Lauren Bacall, Ronald Reagan. Director, James V. Kern.

Cloak And Dagger—Principals: Gary Cooper, Lilli Palmer, James Flavin, Director, Fritz Lang.

Cheyenne—Principals: Dennis Morgan, Jane Wyman, Bruce Bennett. Director, Raoul Walsh.

TITLE CHANGES

"Time for Two" (MGM) now TWO SMART PEOPLE.
"Army Brat" (MGM) now LITTLE MISTER JIM.
"High School Scandals" (Mono.) now FREDDIE STEPS OUT.

SHORT Booking GUIDE

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES (20)

7404 A Bird In the Head..... 17 .....
7434 A Hit With a Miss.....Good ..... 16 .. 3/ 2/46
7432 A Miner Affair.....Poor ..... 18½..11/10/45
7403 Beer Barrel Polecats..... 17 .....
7496 Blonde Stayed On, The..... 16½.....
7423 Calling All Fibbers..... 16½.....
7422 Dance, Dunce, Dance!...Funny ..... 18½..10/27/45
7433 High Blood Pressure.....Fair ..... 19 .. 3/16/46
7425 Hiss and Yell..... 18 .....
7401 If a Body Meets a Body..... 18 .....
7438 Jiggers, My Wife!..... 17 .....
7421 Mayor's Husband, The...Funny ..... 16 ..11/10/45
7402 Micro-Phonies ..... 17 .....
7437 Mr. Noisy ..... 16½.....
7435 Spook to Me.....Funny ..... 17 .. 3/ 2/46
7406 Three Troubledoers..... 17 .....
7405 Uncivil War Birds..... 17 .....
7400 Vine, Women and Song (Billy Vine) ..... 22½.....
7424 When the Wife's Away..... 17 .....
7431 Where the Pest Begins..... 17 .....

COLOR RHAPSODY (5)

7502 Polar Playmates ..... 6½.....
7501 River Ribber ..... 6 .....

COMMUNITY SINGS (10)

8657 Christmas Carols ..... 10½.. Re-Sale
7651 No. 1 (Leibert) Cowboy Hit Tunes.....Good ..... 9½..11/17/45
7652 No. 2 (Baker) You Belong to My Heart..... 10 .....
7653 No. 3 (Don Baker) Dream .....Fair ..... 10 .. 3/ 2/46
7654 No. 4 (Baker) Good, Good, Good .....Fair ..... 11 .. 2/23/46
7655 No. 5 (Leibert) No Can Do..... 10 .....
7656 No. 6 (Baker) That Feeling in the Moonlight..... 9 .....
7657 No. 7 (Leibert) Chickery Chick .....
7658 No. 8 (Baker) Symphony.....

FILM VODVIL (5)

7951 Milt Britton & Band..... 11 .....
7952 Randy Brooks & Orch..... 10½.....
7953 Morale's Copacabana Orchestra .....Excellent ..... 11 .. 2/23/46
7954 Three Sets of Twins..... 10 .....
7955 Art Mooney & Orch..... 11 .....

FLIPPY

7601 Catnipped .....Amusing ..... 7½.. 3/ 2/46

FOX & CROW

7752 Foxey Flatfoots ..... 6 .....
7751 Phoney Baloney ..... 7 .....

PANORAMICS

7902 Strange Hunger .....
7901 The Magic Stone..... 10 .....

PHANTASIES (4)

7702 Kongo Roo ..... 6 .....
7701 Simple Siren ..... 6½ ..

SCREEN SNAPSHOTS (10)

7851 No. 1 (25th Anniversary Special) ..... 9 .....
7852 No. 2 (Harlow Wilcox & H. Von Zell)..... 10 .....
7853 No. 3 (Fashions, Rodeo, etc.) .....Interesting ..... 9 .. 2/23/46
7854 No. 4 (Hollywood Celebrations) .....Interesting .... 9 .. 2/23/46
7855 No. 5 (Movie Stunt-men & Doubles).... 9 .....
7856 No. 6 (Wendell Niles and Prindle)..... 9½.....
7857 No. 7 (Victory Show) .....
7858 No. 8 (Looking Back)..... .....

SPORT REELS (10)

7801 Champion of the Cue..... 7½.....
7802 Puck Chasers ..... 10 .....
7803 Cadet Cagers ..... 8½.....
7804 Mermaid's Paradise .....Good ..... 9½.. 3/ 9/46
7805 Rasslin' Romeos ..... 9½.....
7806 Canine Champion .....
7807 Timberland Athletes .....

SERIALS (3)

7141 Hop Harrigan ..... 15 Chaps.
7120 Jungle Raiders ..... 15 Chaps.
7140 Who's Guilty? ..... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS (16)

W-731 Flirty Birdy ..... 7 .....
W-733 Quiet Please .....
W-732 Wild and Woolfy..... 8 .....

TRAVELTALKS (12)

T-714 Glimpses of Guatemala.....
T-713 Land of Mayas.....
T-712 Merida and Campeche...Good ..... 8 ..12/ 1/45
T-711 Where Time Stands Still.Good ..... 9 ..12/ 1/45

MGM SPECIALS (4)

A-701 A Gun in His Hand..... 19 .....
A-702 Purity Squad .....Excellent ..... 20 ..11/24/45

PETE SMITH SPECIALTIES (10)

S-756 Badminton .....Good ..... 9 .. 1/ 5/46
S-753 Bus Pests .....Funny ..... 10 .. 1/ 5/46
S-757 Fala at Hyde Park.....Interesting .... 11 .. 1/26/46
S-571 Football Thrills of 1944.Excellent ..... 8 ..12/ 1/45
S-755 Gettin' Glamor ..... 9 .....
S-752 Guest Pests .....Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers .....

PASSING PARADE (6)

K 774 Golden Hunch .....Excellent ..... 10 .. 2/ 9/46
K-771 Great American Mug....Very Good ..... 10 ..11/24/45
K-773 People on Paper.....Excellent ..... 11.. 12/ 1/45
K-775 Magic on a Stick.....
K-776 Our Old Car.....Nostalgic ..... 10 .. 1/26/46
K-772 Stairway to Light.....Good ..... 10 ..11/24/45

MGM MINIATURE (6)

M-781 Strange Destiny .....Good ..... 10 .. 1/26/46
M-782 Spreadin' the Jam.....Fair ..... 10 ..11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS (8)

U5-1 Jasper and the Beanstalk.Good ..... 8 ..10/27/45
U5-2 My Man Jasper ..... Fair ..... 8 .. 3/16/46
U5-3 Olio for Jasper.....

LITTLE LULU (6)

D5-1 Man's Pest Friend.....Good ..... 8 .. 2/ 9/46
D5-2 Bargain Counter Attack.. .....

NOVELTOONS (6)

P5-1 Friendly Ghost .....Very Good .... 7½.. 2/23/46
P5-2 Cheese Burglar .....

MUSICAL PARADES (6)

FF5-1 Little Witch .....Very Good ..... 20 ..11/10/45
FF5-2 Naughty Nanette .....Entertaining ... 20 .. 2/16/46
FF5-3 College Queen.....

POPEYE (8)

E5-1 House Tricks .....
E5-2 Peep in the Deep.....
E5-3 Service With a Guile.....
E5-4 Klondike Casanova .....

POPULAR SCIENCE (6)

J5-1 No. 1 .....Interesting .... 10 ..11/17/45
J5-2 No. 2 .....Interesting .... 10 .. 2/16/46
U5-3 No. 3 .....Interesting .... 10 .. 3/16/46
J5-4 No. 4 .....

SPEAKING OF ANIMALS (6)

Y5-1 Animal-ology .....Very Funny .... 9 ..11/ 3/45
Y5-2 Hillbillies .....Very Good ..... 9 .. 2/23/46
Y5-3 In the Postwar Era.....Fair ..... 9 .. 3/16/46
Y5-4 (Untitled) .....

SPORTLIGHTS (10)

R5-1 What a Picnic.....Interesting .... 9 ..10/13/45
R5-2 Paddle Your Own.....Good ..... 9 ..11/17/45
R5-3 Running the Team.....Good ..... 9 .. 2/23/46
R5-4 Good Dog .....
R5-5 Dixie Pointers .....
R5-6 Rhythm on Blades.....Excellent ..... 9 .. 3/16/46
R5-7 Testing the Experts.....
R5-8 (Untitled) .....

UNUSUAL OCCUPATIONS (6)

L5-1 No. 1 .....Interesting .... 10 .. 2/16/46
L5-2 No. 2 ..... 10 .....
L5-3 No. 3 .....Good ..... 10 .. 3/16/46
L5-4 No. 4 .....

RKO RADIO 1945-46

DISNEY CARTOONS (18)

64103 A Knight for a Day..... 7 .....
64101 Canine Patrol ..... 7 .....
64105 In Dutch .....Funny ..... 7 .. 3/16/46
64102 Old Sequoia .....Funny ..... 7 ..10/13/45

EDGAR KENNEDY (6)

63401 Big Beef, The.....Good ..... 17 ..11/24/45
63402 Mother-in-Law's Day..... 18 .....
63403 Trouble or Nothing.....Funny ..... 18 .. 2/16/46

FLICKER FLASHBACKS (7)

64201 No. 1 .....Funny ..... 7 ..11/17/45
64202 No. 2 .....Funny ..... 7 .. 1/26/46
64203 No. 3 .....Amusing ..... 7 .. 2/ 9/46
64204 No. 4 .....Good ..... 8 .. 3/16/46
64205 No. 5 ..... 7 .....

HEADLINER REVIVALS (4)

63201 The Derby Decade..... 22 .....
63202 Russian Dressing ..... 18 .....
63203 Twenty Girls and a Band..... 18 .....

LEON ERROL (6)

63701 Beware of Redheads..... 17 .....
63702 Maid Trouble .....Funny ..... 18 .. 2/23/46
63703 Oh, Professor Behave..... 18 .....

RAY WHITLEY WESTERN MUSICALS (4)

63501 Western Welcome ..... 18 .....
63503 Ranch House Romeo..... 17 .....
63502 Sagebrush Serenade ..... 19 .....
63504 Rhythm Wranglers ..... 19 .....

SPECIAL

671 The House I Live In....Excellent ..... 10 ..10/13/45

SPORTSCOPES (13)

64304 Arcaro Up .....Fair ..... 8 .. 2/ 9/46
64301 Athletic Items .....Good ..... 8 ..11/24/45
64302 Battling Bass .....Good ..... 8 ..11/17/45
64303 Ten Pin Titans..... Good ..... 8 .. 2/ 9/46
64307 Quarter Horses .....Good ..... 8 .. 3/ 9/46
64305 Ski Master ..... 8 .....
64306 Winning Basketball ..... 8 .....

THIS IS AMERICA (13)

63102 T. V. A.....Interesting .... 18 .. 1/26/46
63101 Airline to Everywhere....Excellent ..... 17 .. 1/ 5/46
68106 Great Lakes .....Excellent ..... 16 .. 2/16/46
63104 Report on Japan.....Interesting .... 19 .. 3/ 9/46

WAR ACTIVITIES

Here Come the Yanks....Interesting .... 10 ..10/13/45

20th CENTURY-FOX 1945-46

MOVIETONE ADVENTURE (10)

6260 Across the Great Divide.....
6258 Along the Rainbow Trail.....
6254 Bountiful Alaska ..... 8 .....
6259 Cradle of Liberty.....
6253 China Carries On.....
6256 Louisiana Springtime ..... 8 .....
6257 Lost Lake .....

6252 Magic of Youth..... ...
6251 Memories of Columbus.....
6255 Song of Sunshine..... 8 .....

SPORTS REVIEWS (6)

6353 Diving Dandies .....
6355 Golden Horse .....
6301 Pins and Cushions.....Interesting .... 8 .. 3/ 2/46
6351 Ski Aces .....Excellent ..... 8 .. 2/23/46
6352 Time Out For Play..... 8 .....
6354 Sea Sirens .....

TERRYTOONS (20)

6506 Bad Bill Bunion.....Funny ..... 7 .. 3/ 2/46
6517 Dinky Finds a Home..... 7 .....
6511 Fortune Hunters ..... 7 .....
6502 Fox & the Duck.....
6520 Golden Hen ..... 7 .....
6514 It's All in the Stars..... 7 .....
6518 Johnstown Flood ..... 7 .....
6501 Mighty Mouse in Gypsy Life ..... 6 .....
6506 Mighty Mouse Meets Bad Bill Bunion..... 7 .....
6508 Mighty Mouse in Krakatoa .....Amusing ..... 7 .. 3/ 9/46
6513 My Old Kentucky Home..... 7 .....
6519 Peace-Time Football ..... 7 .....
6503 Swooning the Swooners.....
6510 Svengali's Cat .....Amusing ..... 7 .. 3/ 2/46
6509 Talking Magpies .....Good ..... 7 ../3/ 9/46
6507 The Exterminator ..... 7 .....
6515 Throwing the Bull..... 7 .....
6516 Trojan Horse ..... 7 .....
6504 Watch Dog .....
6512 Wicked Wolf ..... 7 .....
6505 Who's Who in the Jungle.Good ..... 7 .. 3/2/46

MARCH OF TIME (13)

1 Palestine Problem .....Informative ... 17 .. 9/15/45
2 American Beauty .....Interesting .... 18 .....
3 18 Million Orphans .....Excellent ..... 17 ..11/ 3/45
4 Justice Comes to Germany .....Impressive .... 21 ..11/24/45
5 Challenge to Hollywood...Interesting .... 18 .. 1/ 5/46
6 Life With Baby.....Very Good .... 20 .. 2/ 2/46
7 Report on Greece.....Very Good .... 19 .. 3/ 2/46

UNIVERSAL 1945-46

NAME BAND MUSICALS (13)

1304 Cuban Madness .....
1301 Solid Senders .....Very Good ..... 15 ..11/24/45
1302 Hot and Hectic.....
1306 Melody Stampede .....Good ..... 15 .. 1/26/46
1381 Sing and Be Happy.....Very Good .... 10 .. 3/ 2/46
1307 Swing High, Swing Sweet.Entertaining .. 15 .. 3/ 2/46
1303 Syncho-Smooth Swing ...Good ..... 15 .. 2/23/46
1305 Tin Pan Alley Tempos...Fair ..... 15 .. 2/23/46

PERSON-ODDITY (15)

1361 Gabriel Heatter Reporting .....Interesting .... 9 ..11/17/45
1362 Hill-Billy Artist .....Interesting .... 9 ..10/27/45
1366 Maestros of the Comics..Interesting .... 9 .. 3/ 2/46
1363 Paper Magic .....Interesting .... 9 ..11/10/45
1364 Pottery Poets .....Good ..... 9 ..12/ 1/45
1365 Front Line Artists.....Good ..... 9 ..12/ 1/45

SERIALS (4)

Lost City of the Jungle.....
Royal Mounted Rides Again .....Actionful ..... 19 .. 1/19/46
Scarlet Horseman .....
Secret Agent X-9.....

TECHNICOLOR CARTOONS (13)

1322 Apple Andy .....Good ..... 7 .. 2/16/46
1323 Mousie Come Home.....
3118 The Poet and Peasant...Very Good .... 7 ..10/27/45
1321 Loose Nut .....
1322 Poet & Peasant..... 7 .....

VARIETY-VIEW (15)

1342 Go North .....Very Good ..... 9 ..10/13/45
1364 Grave Laughter .....Amusing ..... 9 ..11/24/45
1344 Doctor of Paintings.....
1345 Jungle Capers .....Amusing ..... 9 .. 2/23/46
1341 Queer Birds .....Interesting .... 9 ..11/10/45

VITAPHONE-WARNER BROS. 1945-46

BLUE RIBBON CARTOONS (13)

2303 The Good Egg.....
2305 Little Lion Hunter.....
2302 Lyin' Mouse .....
2301 Sunbonnet Blue ..... 7 .....
2304 Trial of Mr. Wolf.....

FEATURETTES (6)

(2101 Barbershop Ballads .....Fair ..... 20 .. 8/25/45
2102 Star in the Night..... Outstanding ... 20 ..10/27/45
2103 All Star Musical Revue..Entertaining ... 20 ..12/ 1/45
2104 Good Old Corn.....Good ..... 20 ..12/ 1/45
2106 Hitler Lives? .....Excellent ..... 20 .. 1/ 5/46
2105 Musical Shipmates .....

MELODY MASTERS (10)

2601 Spade Cooley, King of Western Swing.....Excellent ..... 10 .. 8/25/45
2605 Headline Bands .....Very Good ..... 10 .. 3/ 2/46
2602 Here Comes the Navy Bands .....Fair ..... 10 ..10/13/45
2606 Jan Savitt & His Band.....
2603 Musical Novelties .....Fair ..... 10 ..11/17/45
2604 Music of the Americas...Good ..... 10 ..12/ 1/45

SPECIAL

2901 The Nine Hundred.....Outdated ..... 10 ..10/27/45

SPORTS PARADE (13)

1512 Days of '76 .....Interesting .... 10 .. 3/ 2/46
1513 Cavalcade of Archery..... Good ..... 10 .. 3/ 2/46

2501	Sports Go to War	Outdated	10	10 13 45
2502	Holiday on Horseback			
2503	Michigan Ski-Daddle			
2505	Snow Eagles			
2504	With Rod & Gun in Canada			

TECHNICOLOR ADVENTURES (6)

2[illegible]	Fashions for Tomorrow		10	
2502	In Old Santa Fe			
2[illegible]	All Aboard			

TECHNICOLOR SPECIALS (8)

2001	Frontier Days	Good	20	
2002	Forest Commandos	Excellent	20	3 9 46
2[illegible]	Mayreland Magic			

VITAPHONE VARIETIES (6)

2401	Alice in Jungleland	Interesting	10	11/17/45
2402	Miracle Makers		10	
2405	Peeks at Hollywood	Interesting	10	3 2 46
2404	So You Think You're Allergic	Fair	10	1/19 46
24[illegible]	Story of a Dog	Interesting	10	8 25 45

ADVANCE DOPE

NIGHT AND DAY (WB) Color. **Principals:** Cary Grant, Alexis Smith, Monty Woolley. **Director,** Michael Curtiz. **Plot:** This biography of Cole Porter begins in 1914 at Yale, and goes on to relate the failure of his first musical venture and his enlistment in the French Army where he meets the girl who later becomes his wife. When they return to America, he is famous and a long line of successes follow. As he becomes involved in his music, his wife drifts into the background and eventually leaves him. When he is injured in an accident, he suffers through countless operations without her, but she learns of his misfortune and returns from Europe to be with him.

CRACK-UP (RKO) **Mystery. Principals:** Pat O'Brien, Claire Trevor, Herbert Marshall. **Director,** Irving Reis. **Plot:** An Art Museum staff member breaks into the museum in a dazed condition, thinking he has been in a train wreck. There has been no train wreck so he sets out to unravel the mystery. He finds he was knocked out on a train by art masterpiece thieves who now murder his friend and almost murder himself and his girl.

DANGER STREET (Para.) **Mystery. Principals:** Jane Withers, Robert Lowery, Bill Edwards. **Director,** Lew Landers. **Plot:** Two young men decide to buy a magazine from its publisher and, in raising the money for the purchase, become involved in murder. Not only do they solve the killing and raise the money, but they also manage to set a rich young society girl on the right road.

BEAST WITH FIVE FINGERS (WB) **Mystery-Drama. Principals:** Robert Alda, Andrea King, Peter Lorre. **Director,** Robert Florey. **Plot:** In a small town in Italy live a retired invalid pianist, an unhappy American girl who is his nurse-companion, and a complex, brooding secretary. Into this house comes a young composer who wants to take the girl out of the gloomy environment. The old musician dies and they are all plunged into a maze of sinister circumstances surrounding his death.

THE PERFECT MARRIAGE (Para.) **Drama. Principals:** Loretta Young, David Niven, Charles Ruggles. **Director,** Lewis Allen. **Plot:** On their tenth wedding anniversary, a man and his wife come to a decision that something has gone out of their married life. The domestic situation reaches the point of divorce but they are able to reconstruct the happiness they thought had been destroyed.

TWO GUYS FROM MILWAUKEE (WB) **Comedy. Principals:** Dennis Morgan, Joan Leslie, Jack Carson. **Director,** David Butler. **Plot:** Arriving in New York, the Prince of a mythical country ducks the reception and takes leave from being a celebrity. He makes friends with a cab driver who takes him home. The holiday is cut short but not before the Prince has fallen in love with the cab driver's sister. It's all settled by the time His Highness must return to his country.

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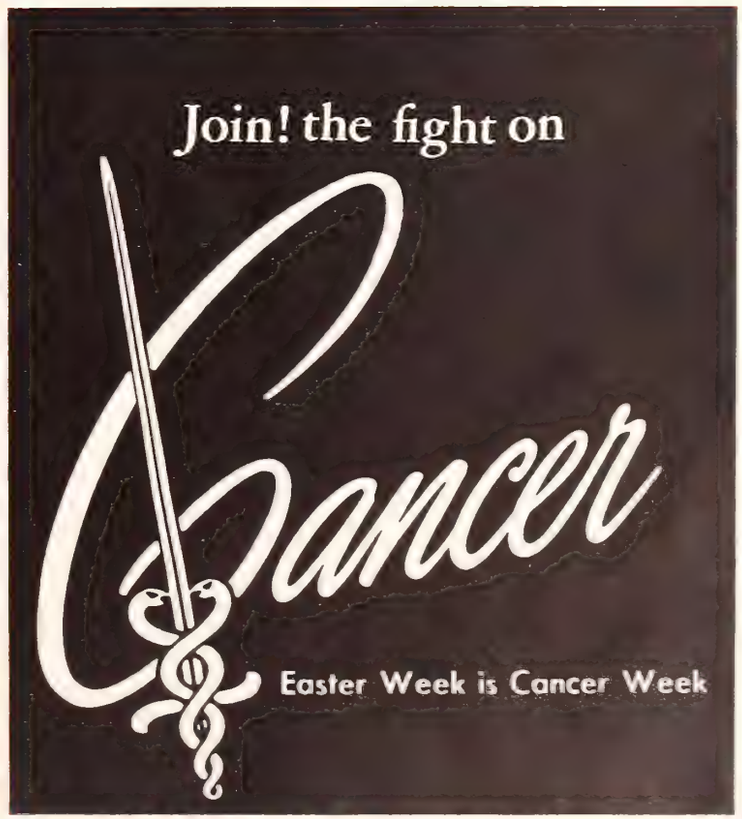
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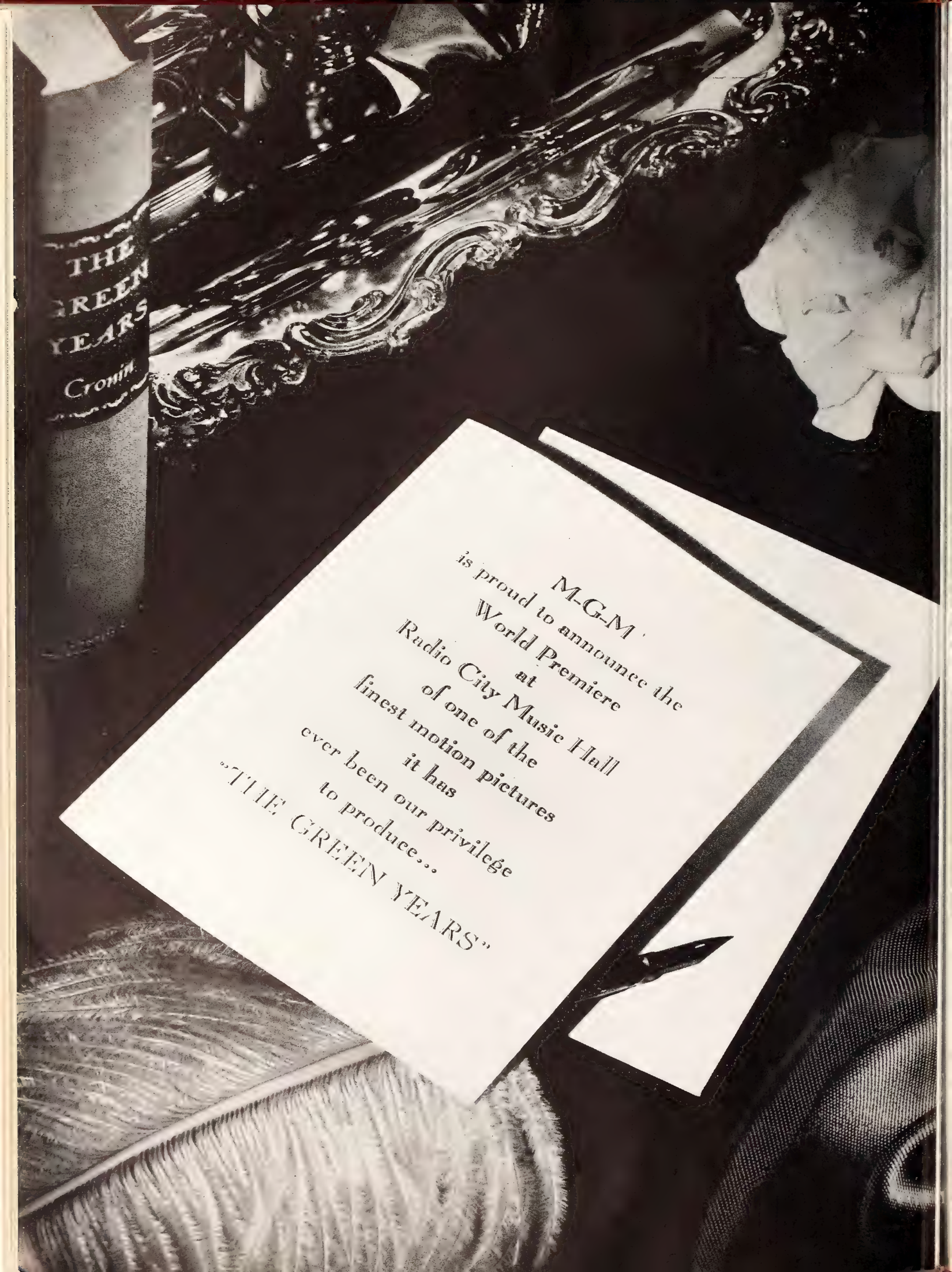
MARCH 30, 1946

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CHARLES E. 'CHICK' LEWIS
Editor and Publisher



The Motion Picture
THEATRE
Equipment & Maintenance
Begins Following Page 50


THE
REEN
YEARS
Cronin
M-G-M
is proud to announce the
World Premiere
at
Radio City Music Hall
of one of the
finest motion pictures
it has
ever been our privilege
to produce...
"THE GREEN YEARS"

THE EDITORIAL PAGE

Who Picks 'Em?

The section of MPAA Head Eric Johnston's report which got the best play in the New York press is that dealing with the international situation—the foreign markets which (we now should be well aware), are so important to the U. S. industry. Johnston's approach to the higher reaches of this international intercourse via films follows the pattern which had been laid down in identical terms previously by several foreign sales managers of the big companies. The pattern is based on the theory that, since foreign markets can absorb only a limited number of U. S. films, therefore only the "best" pictures should be chosen for export. A little more high-flown aura is given to the idea in Johnston's recommendations, because he would pick the pictures for their quality or cultural values as well as their entertainment.

That does make an interesting and logical line of argument for all kinds of merchandise except the motion picture. In the first place who chooses the pictures?—who is the judge of "quality" that will make a picture eligible for this export honor as well as the monetary rewards garnered by the owner of the merchandise exported?

This industry has had some very smart men associated with it in the past as well as having many most able men active in it right now. We don't recall that anybody either in the past or the present has qualified as a final judge of show values in a picture. Indeed, some of our smartest distribution executives as well as our greatest producers have made some pretty awful guesses as to the box-office potentialities of pictures.

Frankly, we don't think Mr. Johnston or anybody else can pick the pictures that will be enjoyed by the patrons of a theatre in some Swedish small town, for example, any more than he or anybody else can be sure in advance of its public presentation as to the reception a particular picture will receive in the towns and cities of the U. S.

Maybe we are just a chronic theatreman, but for the life of us we can't see why the people of any country can't have the opportunity to see the pictures and decide for themselves which ones they like. The men who buy the pictures for the theatres in those countries will have to learn the tastes of their patrons as nearly as that can be done and take the consequences of profit or loss on their choice of attractions bought from Hollywood. And —from the other highly practical side of it: who makes up to the producer of a picture, decided as not of sufficient "quality" for export, that revenue which he believes is his due from those foreign markets he could sell, if only the U. S. export censor proposed by Johnston would let the picture out of the country?

▲ ▲ ▲

The Cancer Drive

The more one hears about this terrible killer known as cancer, the more one wonders why greater efforts by the public generally have not been put into the fight against it. Therefore it is heartening to hear that the industry drive for collections during Easter Week is receiving very substantial response from exhibitors who have declared themselves "in" at the invitation to help the cause.

There had been expected a quite widespread opposition to the drive in so far as it required collections by the theatre owners and operators. No doubt there is a very widespread conviction on the part of theatremen that their patrons resent these collections. There is no doubt that the head of the industry's branch of this Cancer Drive, Charles P. Skouras, is well aware of the pitfalls and the difficulties presented by these collection drives. After all, he's a practical theatreman himself. But Skouras, as the head of a large and important circuit, realizes the necessity for responding to such calls as were made upon him by those who have turned to the motion picture theatres for assistance in their fight on the dread Killer known as Cancer. This is one of the responsibilities the industry must assume because of its place and position as a great public institution.

Therefore, the theatreman must look at this practically. He must assist worthwhile public welfare works and movements. Cancer research, treatment and education is most necessary (look at the appalling figures on deaths due to the malady!) and consequently it is up to the theatreman to tackle this job with a good spirit to accomplish the best possible results.

There's a practical press book and campaign material, there's a good cause to serve, so let theatremen pull together in this Cancer Week drive to maintain the record of their industry and that of their own theatres as public institutions.

—"CHICK" LEWIS

APR -2 1946

NATIONAL NEWSREEL

Exhibitors Themselves to Set TAC Policy, Fabian Declares

Interim Committee Head Says "Screen Freedom" Issue Has No Foundation

While reservations for exhibitors who will convene on St. Louis Monday for the organizational convention of the Theatre Activities Committee continued to pour in, Si Fabian, chairman of the interim TAC committee in New York this week calmly invited the doubtful theatremen to "see for themselves what the Committee proposes to do and to stand up on the convention floor and help shape TAC policies."



Si Fabian

Fabian, who hitherto has refused to enter into controversies as to the merits of TAC on the ground that all programs proposed to date were tentative and that the exhibitors in St. Louis would have the final voice in determining programs and organization, termed as "absurd" the charges made by some exhibitors that TAC would deprive them of "freedom of the screen" or "local autonomy."

Urges 'See for Yourself'

"Every movement that gets under way," he said, is bound to be misunderstood—honestly misunderstood—by many intelligent people. That's why I say come out and see for ourselves. Come out and help shape the Theatre Activities Committee with the knowledge you have gained from experience and with the power of your vote.

"The charge that a plank in the proposed platform—proposed mind you, not adopted—would deprive exhibitors of the freedom of their screens is absurd.

"There is a plank in the proposed platform whereby TAC would pass on the use of the screen for various purposes such as drives. This platform does not say that the individual exhibitor cannot use his screen for a purpose which TAC may not approve. It does mean that the individual exhibtor, faced with pressure from quarters he may not wish to offend, may have the matter referred to TAC and then, if he wishes, may abide by the negative ruling if TAC gives it.

To Meet Pressure Groups

"I see no loss of the screen's freedom in offering a united exhibitor front against pressure groups which might be too powerful for one exhibitor.

"Again there is a TAC platform which would study legislation and watch tax measures.

"There certainly is no loss of 'local autonomy' in having quick accurate information on tax measures in other sections of the country when such a measure may creep up in your own territory. There is no loss in having the legislatures carefully watched against sneak measures which might harm the exhibitor. And after all, the final action is up to the exhibitor himself.

"Also there is the matter of drives. This is a hot subject and one which we may wish to avoid. But again I believe that a united front to cooperate or to withstand pressure is highly desirable.

"But the most important point to bear in mind is: This platform is not adopted. It is only proposed. The exhibitors who are in St. Louis Monday and Tuesday can have their say and their say will determine the final outcome. Everything that will be done will be done by the democratic process of debate and the vote. There is none of us who are on the interim organizing committee who would want it any other way."

Governor on Speaker's List

Speakers at the convention will include Missouri's Governor Phil Donnelly, Mayor Aloys Kaufman of St. Louis, Interstate President Karl Hoblitzelle, Arthur L. Mayer, managing director, the Rialto, New York and former World War II Red Cross Commissioner, and Walter L. Morris who operated the theatres in the top secret Oak Ridge, Tenn. compound where the atom bomb was made.

TAC interim secretary Walter Brown has been in St. Louis with his staff since Thursday. Scheduled to arrive before Sunday were Fabian, Constitution Committee Chairman William F. Crockett, General Arrangement Chairman Ted R. Gamble. They will confer with Harry S. Arthur of St. Louis who heads the arrangements committee.

St. Louis exhibitors will tender the visitors a luncheon on April 1 and on April 2 there will be a dinner honoring the first TAC officers.

All convention sessions will be held in the Regency Room of the Chase Hotel.

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'Local Autonomy' Under TAC Impossible—PCCITO

The Pacific Coast Conference of Independent Theatre Owners this week declared that it would not attend the organization convention of the Theatre Activities Committee in St. Louis and that a poll of its members showed that they feared TAC might deprive them of "local autonomy."

A PCCITO spokesman claimed that TAC would "take away from them (exhibitors) all right to individually represent themselves to all departments of the United States government."

Adopt 20 New Standards

Standardization of motion picture techniques is further advanced by the adoption, this week, of twenty new standards, all formally approved by joint action of the Society of Motion Picture Engineers, the American Standards Association, and the Research Council of the Academy of Motion Picture Arts and Sciences.

Among those adopted are specifications for positioning the picture and sound record on 35-mm. film. A number of others relate to 16-mm. projection.

Variety Clubs Meet May 15

Plans for the Variety Club Humanitarian Award dinner which will be held in connection with the convention of Variety Club of America in New York at the Astor Hotel from May 15 to May 18, were taking shape this week Chairman Si Fabian announced.

The dinner, an annual event of the Club's conventions, honors an outstanding personality for his humanitarian work. Past awards have been made to Sir Alexander Flemming, former secretary of state and Nobel prize winner Cordell Hull, Boys' Town Father Flannagan, Martha Berry, Tuskegee's George Washington Carver and Sister Elizabeth Kenny.

Advance reservations for the convention itself indicate a heavy attendance National Chief Barker R. J. O'Donnell declared from Dallas. O'Donnell will arrive in New York during April to take over the final phases of the pre-convention operations.

Blank, Max Cohen Among Cancer Drive Appointees

Among appointees named this week as area chairmen for the Cancer Drive are A. H. Blank, veteran theatreman and head of Tri-States Theatre Corp., of Des Moines, as Iowa State Chairman. After official announcement of his appointment, Blank declared that he would invite every exhibitor in Iowa to volunteer to serve as chairmen of the drive in their respective communities.

Other appointments announced this week included that of N. D. Dipson to serve as Buffalo area chairman; S. J. Ullman as chairman for Albany, and Max A. Cohen, president of Cinema Circuit, as Metropolitan New York Area Chairman.

Hynes Sets Program for '24-Hour Club' Reception

Bernard J. Hynes, assistant national campaign director for the film industry Red Cross Week, left for Washington Wednesday to finalize plans for the reception on May 9 by President Truman of the winners in the "24-Hour Club" competition for exhibitors and film salesmen in the Red Cross drive completed Tuesday. The winners will be named April 26.

National headquarters for the campaign in New York declared on Wednesday night that it was too early to give estimates of the results that will be run up by the industry in the 1946 Red Cross drive, but that from all indications and the number of theatres participating during the week March 20 through 26, a huge fund will be turned over to the Red Cross by the industry as a result of the public's response to showmanship efforts and collections in the motion picture theatres.

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NATIONAL NEWSREEL

Strike Shuts All But 2 Detroit Exchanges

Teamters Back at Work; Mail Deliveries Continue To Service All Theatres

What IATSE offices in New York decared to be unauthorized strike of film handlers plus the wage demands of the building service employes had combined this week to close down all but two of Detroit's major exchanges.

Meanwhile 61 suburban theatres, which had closed down during the early part of the strike due to film shortage, were operating full blast again as film was being shipped into the territory by mail from Chicago and other exchange areas.

Continuing to operate while a confused labor picture grew even more confused were Paramount and 20th Century-Fox, whose employes did not walk out with the majority of the film handlers but had remained at work throughout the strike under an IATSE negotiated contract.

Other exchanges were closed down and declared they would not open until the strike was settled in order to avoid trouble. The strikers promptly termed this action a lockout. The AFL teamsters' union which had been supporting the striking film handlers reportedly had pulled their support and were back at work.

The labor picture here has been confused from the start by the elements which became involved in it. The New York offices of the IATSE claim they had negotiated a contract for the film handlers with all exchanges providing for increases in pay. The majority of the local union —estimated to be at some 130 employes—balked at the wage scales and walked out of the exchanges.

At the same time the teamsters' local union there championed the cause of the film handlers and rumors were that the teamsters would charter the striking workers despite the fact that the IATSE holds an AFL charter for this field.

Apparently the teamsters' national organization warned their local union to keep hands off and at the same time the IATSE national offices reached some agreement with the local film handlers who returned to work—for half a day.

The truce broke down when the building service employes, demanding higher wages, walked out of the exchanges and threw a picket line around the place. The recently-returned film handlers refused to cross the picket line and the exchanges affected closed down.

Informed sources said the IATSE disapproved of the local film handlers' strike and the situation had risen because the majority of the local union felt the IATSE had not negotiated a large enough wage raise for the Detroit situation. It was pointed out that IATSE had been hampered in the past by war wage regulations and that it has been negotiating and slowly getting retroactive raises in all localities. Detroit's front office workers, also an IATSE local, recently negotiated a pay raise contract and did not walk out with the film handlers.

No Hope, Just Taxes

Hope for any cut in the provincial amusement tax of Alberta went glimmering this week as the provincial treasurer reported an anticipated deficit of nearly four millions and promised that while there would be no new taxes, there would also be no tax reductions. Alberta province has a 10 per cent tax, which added to the Canadian 20 per cent tax brings the total up to 30 per cent.

IATSE May Reject Arbitration

Stating bluntly that the International Alliance of Theatrical Stage Employes would not tolerate any plans for arbitration of jurisdictional disputes which would deprive it of the right to determine its own jurisdiction, IATSE President Richard F. Walsh this week indicated that his organization might not accept the arbitration proposal laid down by MPAA Vice-President Byron Price.

Walsh did not say his organization was opposed to arbitration but apparently insists that the IATSE must have the right to determine what is within its jurisdiction. (Union observers pointed out that if precedent were established that an outside body could determine jurisdictions, the field of a labor organization might be fenced in. They said that IATSE had grown in strength by pursuing a policy of moving in on fields other than stagehands or projectionists, such as white collar workers, etc.)

Walsh's views reflected remarks which had been previously made on the coast. There, a spokesman for the IATSE told Showmen's Trade Review that IATSE would not "allow the Price plan to arbitrate away what we have settled."

The Conference of Studio Unions, which has locked horns with the IATSE on several occasions, declared that the Price plan was similar to that which the Conference had advocated and seemed pleased with the idea. However, the CSU charged that an "unholy alliance" existed between the producers and the IATSE.

Price had made public a plan which he said had been worked out in conference for submission of jurisdictional disputes to arbitration if both sides could not get together within four hours. No strikes were to be called during the arbitration period.

UN In Middle of Jurisdictional Row Between Film and Video Cameramen

UNO got a first hand study of labor jurisdictional disputes, American style, this week as Local 52 of the Motion Picture Operators' Union, IATSE-AFL threatened to pull the newsreel cameramen off the conference coverage if Local 1212 of the AFL International Brotherhood of Electrical Workers attempted to shoot scenes of the meetings for use over CBS television station CBT.

"Make no mistake about it," Local 52 Business Agent Sal J. Scappa said, "if the IBEW men go into that newsreel booth, our men come out. This is not a jurisdictional fight like the papers said. It's an attempt at a grab. The IBEW is trying to move in on us. We're motion picture men and we're going to take the motion pictures."

The only television station involved at the moment is CWT which is off the air while its equipment gets changed for a frequency switch. ABC is using the photographic service of Emerson-Yorke which photographs on 35-mm. and which employs IATSE cameramen.

The national IATSE offices in New York said the matter was between Local 52 and Local 1212 and that it had not been asked to intervene. However, a spokesman for Local 1212 said an attempt was being made to get IATSE national president Richard F. Walsh and IBEW national president Ed J. Brown to confer on the matter and to invite AFL president William Green to arbitrate.

The IBEW claimed that it had organized the television field several years ago after the IATSE had rejected it and that the present IATSE attitude was an attempt to move in on the IBEW. It further claimed that the AFL issued IBEW charter grants it the privilege to photograph and project movies for non-theatrical use.

Hitherto CBT, whose studio crews are IBEW members, has been using them to photograph news events on 16-mm. for use in television. The UNO had set up two booths in its conference hall—one for the newsreels which are pooling their efforts because the booth will allow only one cameraman at a time; the second for televising.

IATSE refused to let its men work if the IBEW men were in the television booth and threatens the moment an IBEW man enters the booth that they will call out the newsreel photographers. The UNO employs no cameramen.

AFL Studies Claims Of Rival Publicists

While AFL Representative Tom Randall was making a study of conflicting claims between the Screen Publicists' Guild and the recently IATSE-chartered Motion Picture Studio Publicists' Association Local 798 to determine which should receive American Federation of Labor recognition, Hollywood's jurisdictional arguments continued in full swing this week.

The SPG claims that they are the bargaining agents for the publicists and says that most of the 130 members of the MPSP are actually paying dues in two organizations and belong to SPG as well as MPSP. MPSP, with strong membership in 20th Century-Fox and MGM studios, retorts that it now has the majority of the screen publicists in its ranks and therefore is entitled to represent the profession. Both groups say they favor a National Labor Relations Board election.

Stagehands Reject Deal For $55; Want More

St. Louis faced continued labor controversy in its theatres as the Theatrical Brotherhood, Local 6, IATSE, presented new demands to the theatre operators here.

The new demands call for an increase of pay from $75 to $86.25 weekly; at least one stagehand to be employed in all of the city's 110 motion picture houses and two weeks' annual vacation with pay.

No time was set for meeting the demands but the union is understood to have told exhibitors it would like an answer in two weeks.

Previously the union was reported to have reached an oral agreement with the St. Louis Amusement Company whereby it would pay only $55 weekly to stagehands in their smaller houses and, in addition, would employ one stage hand in 26 others at a pay increase from $75 to $80 weekly for a six-year period.

NATIONAL NEWSREEL

Reject Jackson Park Rehearing

Six major distributors and two theatre operating chains faced a suit for $200,000 additional damages in Chicago's Jackson Park Theatre case this week as the United States Supreme Court in Washington, rejected a plea for a rehearing on the original $360,000 damage case.

Jackson Park attorneys said they would seek the additional amount to cover alleged losses in profits on behalf of their client from the period of July 27, 1942 to the present, which was not covered in the first suit.

The defendants had no comment.

In a plea for a rehearing, one of the defendants—Balaban and Katz—had stressed a claim:

That the plea upon which the damages were based was incomplete in that it did not show whether the Jackson Park Theatre would have made more or less money had it been able to buy first runs for the zone in an open market against the rival circuit affiliated Maryland Theatre.

That the figures comparing profits for a given period with lessened profits for another period presented by Jackson Park had failed to allow for the fact that during the period showing the higher profit Bank Night had been in effect while during the period showing a lessened profit, there had been no Bank Night.

Originally the Jackson Park Theatre had sued under the Sherman Act in federal court claim in that it had lost over $120,000 when the Maryland went double bill and the Jackson Park could no longer get first runs in that zone. It charged conspiracy in this connection. The federal court awarded damages which the judge raised to $360,000 under the triple damage clause of the Sherman Act. Defendants—B&K, RKO, Warner Bros. Picture and Theatres, Loew's, 20th Century-Fox, Vitagraph, Inc., and Paramount then appealed to the circuit court which reversed the lower court. The Supreme Court upheld the lower court and affirmed the damage judgment.

Industry Obligated to Keep Public Informed, Johnston Tells MPAA

The motion picture industry has an obligation to keep press and public posted with facts about itself, President Eric Johnston told the Motion Picture Association of America at its annual meeting in New York Monday (25).



Eric Johnston

Johnston, who was re-elected, also emphasized in his report:

Self restraint in the matter of film exports so as not to glut the foreign markets.

Free communications among nations by press, radio and pictures.

A correct motion picture interpretation of American life and democracy. (Assistant Secretary of State William Benton last week urged the same thing.)

Better labor relations, and a study of the subject of seasonal employment "to secure maximum job continuity."

"Self discipline."

Discussing the export of films, Johnston's report stated that the accumulation of American films productions "which could not be shown in the Axis-controlled countries," plus the capacity of foreign markets to absorb motion pictures, presented a problem.

"For this reason," he reported, "and also to prevent restrictive measures by foreign governments, I think we would be wise to decide voluntarily to limit our exports to a reasonable number of pictures for such re-opened markets. . . .

"We must see to it that the films we export give no reasonable offense to the nationals of foreign countries. We must make certain that the American way of life is faithfully portrayed upon the world's screens. . . .

"I know from personal experience that in many countries the only America the people are acquainted with is the America of the motion picture. Their attitude towards America and toward the democratic ideals for which America stands, is conditioned by the view we give them of ourselves. That view need only be honest and fair in order to be attractive. . . .

"The most important advantage enjoyed by American motion pictures in the world market is the simple fact that people everywhere like them. . . .

Johnston reported that restrictive measures were motivated by national pride, dollar exchange and the fact that while entertaining people abroad, American pictures advertised American products. . . .

Pleading for a free interchange of ideas, the MPPA president said:

". . . the free interchange of ideas is even more important than the free interchange of goods. There must be no obstacles to the transit of media of communication. Men must have free access to the minds and hearts of one another even more than they must have free access to natural resources.

"The industry has a responsibility to the public for the dissemination of factual information on motion pictures and industry operations. Only in this way can public opinion be reliably informed about our business. If we expect the public and the press to know us as we really are, we must supply them with reliable information about ourselves."

Reelected with Johnston were the following officers: Joseph I. Breen, Francis S. Harmon, Byron Price, Carl E. Milliken, George Borthwick, F. W. DuVall, James S. Howie.

Directors reelected were: Barney Balaban, Nate J. Blumberg, George Borthwick, Jack Cohn, Cecil B. De Mille, E. W. Hammons, E. B. Hatrick, Joseph H. Hazen, Robert W. Perkins, Hal E. Roach, Nicholas M. Schenck, Spyros P. Skouras, Albert Warner. Elected to replace RKO board chairman N. Peter Rathvon was RKO president Ned Depinet.

Rank Gets Interest In New Zealand Chain

J. Arthur Rank this week moved into the theatre business in New Zealand by acquiring a partnership in the Kerridge interests which control approximately 100 theatres.

Foreign Film Trade Jockeying Continues

Foreign fields in some cases looked slightly greener this week as problems of distribution in the European and Asiatic market continued stormy but in at least two places showed a glimmer of hope for peaceful trading.

In Singapore the confused situation which arose when American contracts were canceled and exhibitors were ordered to devote 10 per cent or more of their playing time to British product seemed to be clearing. The order preventing negotiation of any new contracts with American distributors during the next 6 months still is in effect, but informed sources seemed to think the whole situation could be rectified.

The trouble apparently arose when commanders of troops in and around Singapore permitted native civilians to attend showings of American pictures which were being distributed for the entertainment of the military only.

In Italy where American producers had at first balked at a quota of 16 films each, the situation reversed itself when the eight major companies voluntarily agreed to the restriction when they reportedly understood that this was to mean 16 feature subjects, not the total of prints involved.

In Holland the determination of American distributors to fight back after the Bioscoop Bond booking combine refused to let American films get playing time, apparently was meeting with equally determined opposition on the part of the Bond.

That organization had previously notified its members that the showing of films distributed by any other agency than it was forbidden.

License Fees Up

Meanwhile the Motion Picture Association of America in its annual report discussed some of the difficulties which had been met in the foreign field. These were:

(In Spain there had been an increase of $90 to $1,100 for the average feature. Australia would put a ceiling on film rentals.)

Internal taxes which were really discriminatory because they hit at American product.

Quota laws and discriminatory taxes on theatres playing foreign films.

Taxes on the distributors share of the box-office take (which hits directly at American films playing percentage.)

Nationalization of film industries in foreign countries. (In Czechoslovakia, attempts are being made to book American product directly into the monopoly's circuits.)

MGM to Produce Newsreel For Distribution Abroad

MGM will produce a newsreel for foreign use which can be built up for regional coverage in various countries, Arthur M. Loew, president of Loew's International announced.

The new reel to be known as "Metro News" will not supplant "News of the Day" and will not play in the United States or Canada, though scenes from it will be incorporated into "News of the Day," Loew said. To be filmed on both 16 and 35 mm., the news will be produced in several editions, each designed to cover a major section of the globe. Special clips of local stories will be added for various countries and the sound track re-recorded in the language of the countries.

Small Renews Omnia Deal

Renewal of the deal whereby Omnia Films, headed by Steven Pallos, will represent Edward Small Productions in England and on the continent was announced this week.

NATIONAL NEWSREEL

Ponder New Ban

Theatremen this week puzzled with no little concern over the latest government building restrictions announced Tuesday by the Civilian Production Administration in Washington. Pending further clarification of the order and the position to be taken on many of its clauses by legal experts of the CPA, exhibitors pondered the various interpretations placed on the text of the new order restricting commercial building to give high priority to low-cost homes and public housing for veterans.

In general the industry was willing to see this priority given to housing and agreeable to measures to forward it, however some theatremen declared that in certain sections the theatre situation itself might be considered critical. Right at the moment of the greatest box-office returns the industry has known, the entire nation is faced with inadequate theatres due to a slow-down in construction and renovating which began with the depression and was continued by compulsion during the war.

Construction Slowed as Britons Buy Materials

Practically all theatre building and planning for theatre construction has come to a dead stop in Montreal, following the pattern in existence elsewhere since the government at Ottawa has hinted it was formulating a policy of "housing first."

Details of the plan have not been released but prospective theatre builders complain that they are paying the piper for an odd situation which exists here. Canada actually suffers from no scarcity of materials, but the snag is that there are no price ceilings on these materials, when sold outside the Dominion. Thus English firms may purchase Canadian materials which are not available to Canadians because the manufacturers are able to realize greater profits by export.

In Montreal, reports are to the effect that markets exist where various supplies can be obtained—for a price. Small scale building operations can be carried out but theater builders and other types of larger scale construction are under a strict official eye.

Alexander to Handle Tolerance Film Series

Alexander Film Company of Colorado Springs, Col., will distribute the 13 "One Nation Indivisible" series of one-minute motion pictures preaching racial and religious tolerance, Alexander's Monroe Heath announced this week. The series, released by the Institute of American Democracy, Inc., will seek sponsorship through film advertising.

MGM to Tradeshow 5

MGM this week announced five more national trade showings for April and May. They are: April 19, "Boys' Ranch" and, all territories excepting Los Angeles and New York, "The Green Years." April 29, "Two Smart People," "Little Mr. Jim." May 6, "Blue Sierra" (Technicolor).

Ascap Net $7,244,000

Ascap's net income for 1945 amounted to $7,244,000, according to a report made by Assistant Treasurer Irving Caesar at the annual meeting this week in New York.

Considerable Theatre Work Seen Possible Under Order

Structures Under Way May Continue; Wide Latitude In Repair, Replacements

By AARON NADELL
Technical Editor

Considerable theatre construction, remodeling and renovation appear to be permitted under the terms of the government's new building ban, as indicated by an analysis of its terms.

"New construction activities will be permitted to go forward side by side with veterans' housing," the government order stresses.

Completely exempt from the new order are repainting, repapering, and installing repair or replacement parts in existing equipment, provided only that no change is made in the building itself.

Also exempt is installation of new equipment, provided it is not attached to and used as part of the building, or so attached to the building that it cannot be removed without suffering injury.

Thus it would appear that new projection and sound equipment, chairs, carpets and furnishings of all kinds remain outside the new order, on the single condition that they are not so installed as to be irremovable. Apparently a carpet that is tacked down is permitted; if cemented down, it is not.

A new marquee might be banned as being attached to and part of the building, but the wording of the government's announcement should exempt a new marquee sign, unless the sign is so attached that it cannot be removed without suffering injury.

New air conditioning equipment would seem to be wholly exempt from the order, but new ducts for it might come under the ruling as being part of the building structure.

Also completely exempt is any work whatever costing not more than $1,000 per job. Thus if new air conditioning machinery is installed, the duct-work also would be exempt if it cost less than that sum.

There is no limit to the number of different $1,000 jobs the theatre may undertake, except that more expensive work (if of a kind that comes under the ban) cannot be sub-divided into $1,000 contracts for the purpose of evasion, not even by spreading out the operation over a period of time.

Also exempt is new construction actually under way when the order was issued. The terms defining new construction are specific and definite. They indicate that if a wall has been partly torn down, or an excavation has been partly dug, and even one stone or brick or beam of the new permanent structure has been installed, the entire work can be finished. But if a wall has been totally taken down or an excavation completely dug, and no single item of the new permanent structure put into place, then everything will have to remain as is.

Work not permitted by the new order can be authorized by application to the local office of the Civilian Production Authority. Seventy-one such offices are to be set up throughout the country. Each will be assisted by an advisory committee consisting of prominent local citizens. The decisions of these committees are not final, but subject to appeal. However, it would appear that if the community, as represented by its prominent citizens, wants and approves a new theatre or renovation of an existing one, chances of winning an authorization would seem to be fairly good. If the advisory committee says "No," appeal still is possible, but—what do you think?

$12,700,000 Fox Profit

Twentieth Century-Fox Film Corporation (including National Theatres Corporation and the Roxy Theatre, Inc.), showed an estimated net profit of $12,700,000 for the 52-week period ending Dec. 29, 1945, a tentative report released by the company this week showed. This is equivalent after all deductions of $5.27 a share on common stock outstanding at the close of the period.

$250,000 Angel Budget

Allocation of $250,000 for financing Broadway stage plays during the coming year was announced this week by Warner Bros.

Sanger Urges More Small Houses to Replace Huge No-Stage-Show Theatres

Situations in which stage shows are not used might find it advantageous to replace their huge theatres with several smaller houses offering the same total seating capacity with a more intimate auditorium when bans against theatre construction are lifted, Architest John B. Sanger said in New York this week.

Sanger is a member of the firm of Whitehead, Sanger and Hoidge, successor to Thomas Lamb Associates who pioneered in designing the first large motion picture theatres and have constructed houses in various sections of the world.

"If there is no stage show—and there are many situations where there are none," Sanger said, "the reason for a very large theatre disappears. From the viewpoint of straight film presentation, I believe several smaller houses would be better. As an example, let us assume a community has a theatre seating almost six thousand people. Three theatres, next to each other if the geographical demands of the amusement section require it, could offer the same total of seats with more intimate auditoriums whose seats would be nearer the screens and whose atmosphere would be more homey. It is possible that the three houses could all be playing the same picture.

"Or in situations where there is too much traffic congestion, the three houses could be set up to serve different sections of the downtown area and thereby relieve some of that congestion.

"Naturally there may be some objections to this from the operating viewpoint, but I think it is sound from the architectural viewpoint.

"In connection with the subject of congestion, the question of traffic and getting to places, which is something to be considered now in almost every community, will, in my estimation, increase the influence of the neighborhood theatre. I think we will see finer neighborhood theatres in the future just as I think there is a substantial amount of people who are tired of traveling to the show and standing in line after they get there to see it.

"All this of course will have to wait on the removal of construction restrictions.

Sanger visualized the theatre of the next few years as in good taste, with emphasis on simplicity and careful decoration.

NATIONAL NEWSREEL

16mm. Makes Debut in Commercial Theatre

Hollywood this week was talking and talking fast about the new 16-mm. invasion of the commercial exhibition field, which got under way here last week when Planet Pictures put on a ballyhoo opening of the 16-mm. "The People's Choice" at the Marcal Theatre.

Planet, which says it has organized a world-wide distribution set up, has plans for other productions, includes "Ramona" and "Nonquassi," a feature in color produced in South Africa. The company hopes to invade educational, religious and industrial fields with specially produced pictures in 16-mm. and reports that it has already signed up with the Navy Department for its product as well as for televising 16-mm. over NBC.

The world premiere here of the first venture into a commercial theatre got off with all the fanfare of the usual Hollywood opening. Floodlights, a radio program aired before the show started and fancy-priced tickets were all part of the ballyhoo. The feature, however, did not hold the audience, the photography was not clear and the scripting was poor. Drew Kennedy played the lead and the support came from such performers as George Meeker, Ernie Adams, Rex Lease, Fred Kelsey, John Merton and Louise Arthur. Sound reproduction and color were excellent. The 16-mm. newsreel shown on the same program to the premiere audience, which crowded the house, was good.—J.G.

North Central Allied Meets In Minneapolis, April 1

North Central Allied—covering exhibitors from Minnesota, North and South Dakota and northern Wisconsin—will hold its annual convention at the Hotel Nicollet in Minneapolis on April 1 and 2.

Scheduled to be discussed are:

Revisions of buying methods.

Whether the members' ban on future theatre building should be changed.

Ascap rates.

Lifner Disney Ad Head

Appointment of Eric Lifner, recently released from the U. S. Army, as advertising manager, was announced this week by Walt Disney Production. Prior to service Lifner was an account executive for Young and Rubicam.

155 Minutes of 'Sun'

David O. Selznick announced this week that his next United Artist release, "Duel in the Sun" will run 155 minutes.

Gentlemen, the Draymah

Six glamorous Goldwyn Girls and six serious-minded young gentlemen from the School of the Drama at Yale University will get together for esthetic and artistic reasons only in the University Theatre at New Haven on April 16. Reason: to hold a two hour round table discussion which, a Goldwyn announcement in perfect English says, will "deal with the contrasts and similarities of approach and training for a career in the legitimate theatres as opposed to a career in motion picture."

The girls are reportedly reading up on "Oedipus Rex" and "Phedre"; the gentlemen plan to see a motion picture entitled "The Kid From Brooklyn" which is associated in some way or other with the name of Goldwyn.

Certain as Taxes

Internal Revenue agents are reported interested in several fraud suits pending against exhibitors for allegedly holding out on the distributors when reporting receipts on percentage pictures, it was learned in Washington this week.

It's not that the Department is morally wroth against the poor distributor possibly getting gypped. It wants to make sure that regardless of what happened, Uncle Sam got his tax share of the actual income.

'U' Reelects Officers, Pays 50c Dividend

Universal's Board of Directors last week declared a 50-cent quarterly dividend on stock held by stockholders as of April 11, 1946 and re-elected the following officers:

Board Chairman J. Cheever Cowdin; President N. J. Blumberg; Vice-President, General Counsel Charles D. Prutzman; Vice-Presidents Martin Murphy, J. J. O'Connor, W. A. Scully, J. H. Seidelman, Clifford Work; Treasurer S. Machnovich; Secretary Adolph Schimel; Controller Eugene F. Walsh; Assistant Secretary-Treasurer Margaret M. Walsh; Assistant Treasurer Harold S. Brewster; Assistant Secretaries Edward Muhl, Anthony Petti.

The company's consolidated net profits for the 13 weeks ending Feb. 2, 1946, after deducting all charges and federal taxes based on income, were $934,506 as compared with $1,083,601 for the corresponding period of the preceding fiscal year.

Paramount Studio Changes To New Recording Device

Paramount's Academy Award dial-controlled sound channel lineup and test circuit will be used on all future Paramount pictures, the studio in Hollywood announced this week.

The new device, which does all lineup, testing and trouble shooting by the turn of a single dial and which sets up, step by step, all needed circuit and mastering combinations, will save as much as 20 minutes of shooting time in a working day, Paramount claimed. It reportedly reduces the margin for error considerably.

UA Orders Study Of Pension Plans

United Artists' Board of Directors this week set April 16 as the date to receive a report on industrial pension plans which it ordered the management to make. All industrial plans, both inside and outside the motion picture industry, will be studied. The Board also ratified Gradwell L. Sears' new five-year contract.

Great States Price Rise

Great States Theatres have completed the adjustment of their admission rises for the chain with a top of 60 cents in the evening, except during stage show presentations, when the top is 65 cents. Announcement of the increase was made by President M. M. Rubens.

Set 'Dark Corner' Tradeshows

Twentieth-Fox will trade show "The Dark Corner" on April 3 in all exchange centers except Portland and Seattle, where the picture will be screened on April 5.

'Man' Tradeshow Set

Warners' "Her Kind of Man" will be nationally tradeshown on April 22, with general release set for May.

London Flight Winners Leave New York May 19

Six hard-working prize-winning exhibitors whose efforts helped to put over the industry's Victory Loan campaign were scheduled to be off on "The Flight to London" trip on May 19, Victory Loan Chairman Si Fabian announced this week.

The six are:

Southern district—Tom Maine, Roxy Theatre, Lafayette, La.; Western district—E. M. Jackson, Orpheum Theatre, Plentywood, Mont.; Great Lakes distrct—George Pappas, Circle Theatre, Indianapolis, Ind.; Midwest district—Joseph Goldstein, Capitol Theatre, St. Louis; New England district—Lewin Pizor, Mayfair Theatre, Philadelphia.

The "Flight to London" winners were determined on the basis of an average sale of bonds per seat. They will be guests at the Variety Clubs' Humanitarian Award dinner in New York on May 18.

Record 16,507 Free Movies

Fabian also announced that the Victory Loan, which ran from Oct. 29 to Dec. 8, 1945, had held 16,507 free movie shows for bond purchasers. The breakdown on these figures were: Bond premieres, 5,224; free movies, 9,442; children's bond premieres, 1,841. The two-reel Victory Cavalcade film and three trailers were shown in more than 14,000 theatres.

Working with Fabian were Distributor Chairmen Charles M. Reagan, Campaign Director Oscar A. Doob; Campaign coordinator Charles (Chick) Lewis; Assistant to the chairman Max A. Cohen; National Publicity director Ray Beal and Newsreel publicity director Walton C. Ament.

Korda Founds Tricolore, Buys Sound City Studio

Sir Alexander Korda this week purchased controlling interest in Sound City, third of England's largest studios, and formed Tricolore, a new distributing company in New York City to distribute French product in the United States.

Purchase of the $4,000,000 Sound City, along with the Worton Hall studios which he already holds, gives Korda second largest studio space in England. Tricolore, whose first release will be "Les Enfants du Paradis" ("Children of Paradise"), is headed by London Films' Laudy Lawrence as president with Jean des Brosses as vice-president and General Eduard Corniglion-Molinier as board chairman.

Incredible Deutsch To Adopt 'Yanqui'

Associate Editor Herman B. Deutsch of the New Orleans *Item* was scheduled to arrive in Hollywood Friday (29) to start the screen adaptation of "The Incredible Yanqui," his biography of the fabulous Lee Christmas, who mapped a Latin American banana revolution in a New Orleans brothel and then carried it out beneath the nose of federal authorities. Deutsch also, in collaboration with Paul Short, prepared "Deep in the Heart of Show Biz," story of America's Variety Club charities which is to appear in the May *Reader's Digest*.

Ross, Le Roy Cited for 'House I Live In'

Frank Ross and Mervyn Le Roy have been cited by the Bureau for Intercultural Education for their work as producer and director, respectively, of "The House I Live In," non-profit featurette starring Frank Sinatra. The subject, made at the RKO Radio studios.

Parran Welcomes Power of Screen in Drive

Sees Theatres in Vital Role to "Drive Cancer Back Into the Darkness"

Overwhelming response of theatremen to voluntary support of the cancer drive has proved that anticipated opposition to this campaign was absolutely without foundation, it was declared at national headquarters in New York at midweek, when announcement was made that acceptances have been pouring in from exhibitors at the rate of hundreds per day since the beginning of the week.

Dr. Thomas Parran, Surgeon-General U. S. Public Health Service, declared that theatremen can play a key role in the fight to change the grim statistic which tells humanity that one out of every seven people die from cancer. The statement was sent by Dr. Parran through the National Committee of the Motion Picture Division of the American Cancer Society in connection with the drive in which exhibitors have been invited to participate during the week April 21-28.

The Surgeon-General addressed his message directly to theatre owners, in the following terms:

"It is with a deep respect for the power of the motion pictures as a medium of mass education that this letter is written to you in connection with the campaign of the American Cancer Society.

"The need is urgent for disseminating accurate information about cancer. Although we still have much to earn about the cause, detection, and treatments of cancer, nevertheless, even with our present knowledge thousands of lives would be saved if more people would learn to recognize the danger signals and seek treatment when the chances of recovery are best.

"An increased public awareness of the cancer problem is playing a vital role in hastening progress in the battle against the disease. . . .

"Statistics, Mr. Exhibitor, confront you at every turn. You would like to avoid them, but in doing so you'd have no business. Here's one that you might take right to heart. Satistics released by the American Cancer Society tell you that under the present grim condition of the malignant disease, one out of every seven of the patrons that you meet at your door—and this includes children as well—is scheduled to die of cancer. Many of them very soon.

"But that statistics needn't be permanent. You can help make it one in eight, or one in twenty, or one in a hundred. Your participation in the cash collection scheduled for all performances during the Motion Picture Division of the American Cancer Society's funds drive, starting April 21st, will help bring in the vital cash that will drive cancer back into the darkness from whence it came."

Campaign Book Available

There are more than 100 Cancer local chapters in the country, and each of these will use the industry's campaign book as a guide for cooperation with exhibitors in the Easter Week drive, it has been announced by Monroe Greenthal, publicity director of the campaign.

Suggest 6-Point Plan for Full-Scale Participation

Theatre activities which are recommended for a full-scale participation in the drive are:

Booking and using on the screen the special trailer.

Collection arrangements which include provision for lights up; organization of the Girl Scouts or other local units to make collections.

Representations to the Mayor of the town or city to issue a special proclamation.

Use of advertising slugs in theatre advertising.

Contact with local American Cancer Society

(Continued on Next Page)



CHARLES P. SKOURAS

Invites Showmen To Join

In this campaign against cancer, the most dreaded disease of our time, no one of us is, or can afford to be, disinterested. It affects us all personally and collectively. Many of the most prominent and beloved members of our industry have been stricken by it. It is therefore for our own personal protection as well as the welfare of the people who make up our vast audiences that we serve unstintingly, unselfishly, and wholeheartedly in this campaign to help wipe out cancer — the frightful scourge of millions. In a marked degree, men and women of the industry, much of this great responsibility lies in our hands. I look forward with eager hope to your acceptance of our invitation to participate.

CHARLES P. SKOURAS.
National Chairman, Motion Picture Division, American Cancer Society.

National Co-Chairman



TED R. GAMBLE

National Campaign Director



FRANK H. RICKETSON, JR

(*Continued from Preceding Page*)
unit or other bodies interested in this work for active association in the campaign.

Display of special posters in lobby display.

Committee Stresses Volunteer System

Charles P. Skouras, Chairman of the Motion Picture Division of The American Cancer Society, and members of his national committee have stressed the fact that theatres participating in the drive to collect funds during the Week April 21-28 will be doing so on a wholly voluntary basis.

The national committee has conducted a vigorous campaign to place before theatremen the vital facts(and they comprise a grim picture of suffering and death that might be reduced by wholehearted assistance from all groups and individuals everywhere) and then inviting the theatremen to join the fight solely out of a desire to assist in a work that is necessary to meet the terrible challenge of cancer.

Among the starkly real facts which have been laid before the industry by Skouras and his committee is the statistic that nearly 3,400 Americans will die of cancer during the one week set aside for the motion picture participation in the American Cancer Society's campaign.

These facts will be available to the theatres for publication in order that people generally may be informed of the tremendous toll taken by cancer every minute of the day.

So far the national committee has information of large numbers of theatres, both circuit and individually operated houses, which will put on full-edged drives—using publicity, screening the trailer and taking up collections.

All of the film distributors have pledged full support to the campaign through the agency of the permanent charity unit of which Charles M. Reagan, vice-president and distribution chief of Paramount, is the national chairman. This permanent unit has chairmen in each of the exchange territories and working with them are the branch managers, sales and office personnel of the exchanges of all companies.

Tracy Stars in Trailer

Spencer Tracy is the star of a dramatic short entitled "We Can Do It," which is to be available free to theatres from coast to coast during the Cancer Week Drive.



Theatres volunteering to assist in the campaign to raise $12 million by taking up collections during the week April 21-28, will have the assistance of many local organizations and groups. These include the Girl Scouts of America to make appearances in detachments at the theatres for special events and also to take up the collections, and members of local American Cancer Society groups.

Something IS being done about it!



ONE OUT OF EVERY EIGHT PERSONS NOW LIVING WILL DIE OF CANCER—

Unless Something Is Done About It!

WHEN DETECTED EARLY ENOUGH, AND TREATED EFFECTIVELY, AT LEAST 30% TO 50% OF CANCER CASES MAY BE CURED

CANCER COSTS LIVES
CANCER CONTROL COSTS MONEY

We Must DO Something About It!



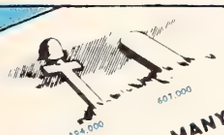
175,000 AMERICANS ARE DOOMED TO DIE OF CANCER THIS YEAR . . . 478 EVERY DAY . . . 20 EVERY HOUR—

Unless Something Is Done About It!



CANCER KILLS THREE AMERICANS EVERY NINE MINUTES. ONE OUT OF THREE COULD BE SAVED IF . . .

We Do Something About It!



MORE THAN TWICE AS MANY AMERICANS DIED OF CANCER, FROM PEARL HARBOR TO V-J DAY, AS WERE KILLED BY THE NAZIS AND JAPS COMBINED. THIS MASSIVE DEATH TOLL WILL CONTINUE—

Unless Something Is Done About It!

17,000,000

CANCER, THE INHUMAN KILLER, WILL CLAIM SEVENTEEN MILLION AMERICANS NOW LIVING—

Unless Something Is Done About It!



CANCER KILLS MORE CHILDREN BETWEEN 5 AND 20 THAN DIPHTHERIA, MEASLES, TYPHOID FEVER, SCARLET FEVER, AND WHOOPING COUGH COMBINED.

Something Must Be Done About It!

TO SAVE THOSE WHO DIE NEEDLESSLY, TO INCREASE THE NUMBER WHO CAN BE SAVED—

A GREAT INDUSTRY IS UNITING TO FIGHT CANCER THE KILLER!

It is your opportunity to help do something about it!

Motion picture exhibitors throughout the nation received this series of postal cards, reproduced here in miniature.

EASTER WEEK • April 21st—April 28th IS CANCER COLLECTION WEEK



"Easter Week can
Americans now

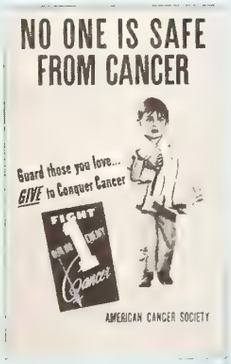
FREE SOCK TRAILER

Metro-Goldwyn-Mayer, with Spencer Tracy as star, has produced a short, dramatic trailer, available Free to every exhibitor. Frank Whitbeck, ace of trailer makers, did the job...and your audiences will laud you for showing it. National Screen will distribute.

PRESS SHEET

A thoro-going press sheet, practical and idea-inspiring, is being mailed to all theatremen, telling how the campaign is being conducted and how funds are to be remitted. National Screen will stock a supply for those who need more than one.





ONE SHEET

Free, colorful one-sheets will be included in the press-book sent to all exhibitors. Put it up in your lobby or foyer.

An inhuman enemy will kill 17,000,000 Americans now living unless we do something about it. It is absolutely vital that we avert this massive tragedy.

The enemy is cancer.

Cancer is a personal threat to every single one of us. There is *one chance in eight* that you yourself will be its victim—yes, one chance in six, if you are past 45. Many you know and love will develop this dread disease and, unless helped in time, die of it.

Our Vital Hope

At present three people die every 10 minutes of cancer. Did you know that one of these three *can be saved?* When detected early enough, and treated effectively, at least 30 to 50% of cancer cases CAN BE CURED. That is a wonderful message of hope.

To save those who now die needlessly, and to increase the number who can be saved, we must do these three vital things:

1. Spread knowledge everywhere of the danger signals of cancer and urge people to consult a doctor in time to be saved.

2. Provide far more and much better hospital facilities for prevention, diagnosis and treatment of cancer.

3. Expand widely the scientific research attack which will lead to more effective treatment and possibly even the elimination of cancer.

We must organize to do these three things as thoroughly and effectively as scientists were organized to solve the problem of the atomic bomb. The American Cancer Society has developed a program to do this.

APRIL 21st – 28th

IS CANCER COLLECTION WEEK IN MOTION PICTURE THEATRES

bring hope to 17,000,000 doomed to die!"



AREA DISTRIBUTOR CHAIRMEN:

Albany, H. C. Bissell, Columbia Pictures Corp.
Atlanta, N. Lamantia, Universal Film Exchanges, Inc.
Boston, T. J. Donaldson, Metro-Goldwyn-Mayer Pictures
Buffalo, E. Lux, RKO
Charlotte, H. H. Haas, Paramount Film Distributing Corp.
Chicago, S. Gorelick, RKO
Cincinnati, E. M. Booth, Metro-Goldwyn-Mayer
Cleveland, Wm. S. Shartin, United Artists Corp.
Dallas, F. Larned, Paramount Film Distributing Corp.
Denver, R. C. Hill, Columbia
Des Moines, S. J. Mayer, Twentieth Century-Fox
Detroit, M. E. Cohen, RKO
Indianapolis, F. B. Gauker, Metro-Goldwyn-Mayer
Kansas City, R. C. Borg, Warner Bros.
Los Angeles, J. J. O'Loughlin, United Artists
Memphis, J. A. Prichard, Universal Film Exchanges, Inc.
Milwaukee, O. J. Ruby, Columbia Pictures Corp.
Minneapolis, A. W. Anderson, Warner Bros.
New Haven, B. A. Simon, Twentieth Century-Fox
New Orleans, E. L. O'Neill, Universal Film Exch., Inc.
New York, R. E. Moon, Twentieth Century-Fox
Oklahoma City, J. B. Sokley, Warner Bros.
Omaha, J. T. McBride, Paramount
Philadelphia, M. Magill, United Artists Corp.
Pittsburgh, D. Kimelman, Paramount
Portland, J. R. Beale, Columbia Pictures Corp.
Salt Lake City, C. P. Nedley, Metro-Goldwyn-Mayer
San Francisco, B. Rose, Universal Film Exchange, Inc.
Seattle, F. Drew, Twentieth Century-Fox
St. Louis, T. B. Williamson, RKO
Washington, D.C., F. W. Beiersdorf, Warner Bros.

* Watch tradepapers for complete list of Exhibitor State Chairmen.

THE AMERICAN CANCER SOCIETY, Motion Picture Division, 444 West 56th Street, New York 19, N. Y.: CHARLES P. SKOURAS, National Chairman; TED R. GAMBLE, National Co-Chairman; FRANK H. RICKETSON, JR., National Campaign Director; ROBERT W. SELIG, Executive Campaign Manager; CHARLES M. REAGAN, National Distributor Chairman; LEON BAMBERGER, National Distributor Co-Chairman and Special Consultant; SENN LAWLER, THORNTON SARGENT, Assistant National Campaign Directors, MAURICE (RED) KANN, Trade Paper Relations Chairman; HERMAN ROBBINS, DON VELDE, Trailer and Accessories Committee; FRANK WHITBECK, Hollywood Production Chairman; GEORGE JOSEPH, Distribution Organization; MONROE GREENTHAL, National Publicity and Advertising Director.

How Money Will Be Spent

40% will be spent nationally on a great coordinated program of research under the guidance of The National Research Council, the nation's foremost scientific advisory body which developed the atomic bomb, and for educational and service programs to supplement those of the states.

60% of the money collected in each state will be retained within that state for preventive education, and to assist in providing you and your neighbors with more and better hospital facilities in order to save thousands from death by cancer, such as:

Examination centers where you can go to make sure you are free of cancer.

Modern X-ray equipment and more radium.

More hospital provision for cancer patients, many of whom cannot now be accommodated for long term treatment.

Education of the public as to cancer's danger signals and necessity of early diagnosis and treatment.

Visiting nurse service for cancer patients.

YOU CAN'T SAY NO TO CANCER

I Accept THE INVITATION TO FIGHT Cancer!

I HEREBY VOLUNTEER the services of myself and my staff in the Motion Picture Industry Campaign in the fight against Cancer, by taking up audience collections in my theatre at all performances during Easter Week, April 21-28, or on approximate dates in keeping with program policy.

Signed _____

Theatre _____

Town _____

My National Screen Service Exchange Is Located At: _____

State _____

MAIL THIS ACCEPTANCE COUPON TODAY

MAIL TO: MOTION PICTURE DIVISION • AMERICAN CANCER SOCIETY, 1946 CAMPAIGN • 444 WEST 56th STREET • NEW YORK 19, N. Y.

This Advertisement Contributed by:

COLUMBIA PICTURES · METRO-GOLDWYN-MAYER · PARAMOUNT PICTURES · RKO RADIO PICTURES
20th CENTURY-FOX · UNITED ARTISTS · UNIVERSAL PICTURES · WARNER BROS. PICTURES

NATIONAL NEWSREEL

Stricter Censorship

Motion picture and radio censorship which aims at controlling propaganda and public information seemed in store for Quebec this week as it became known that the provincial government intends to set up a Department of Youth and Social Welfare. The terms of the new bill, which seems certain of support in Parliament indicate much stricter censorship than hitherto, its opponents say.

The Personal Slant

RKO President N. Peter Rathvon was back in Hollywood this week after a visit to New York. While there he attended a luncheon in his honor tendered by Ned Depinet.

Marvin L. Faris has joined the Society of Independent Motion Picture Producers as assistant to President Donald M. Nelson. Recently discharged from the Navy, Faris, prior to that, had been with the Office of Scientific Research and Development.

RKO's Foreign Distribution Vice-President Phil Reisman and the same company's treasurer, William Clark, have been elected to the Board of Directors. Other changes are Norman Freeman as assistant secretary and Malcolm Kingsberg, who retired from the directorate to devote full time to his new post of theatre operating head.

George Scher, who served five years in the Army, is Arnold Pressburger's new eastern press representative.

United Artists President Edward C. Raftery will leave for the Coast Monday to study studio space limitation problems. The company meanwhile has tabled production plans until a clear definition of the problem can be made.

Ted Gamble, who did a bang-up job as national director for the Treasury's War Finance Department, and his assistant on the job Bob Coyne, were feasted at a special meal in New York Wednesday at the Metropolitan club. The committee which arranged everything from antipasto to after dinner speaking comprised Clarence Pritchard of Warners, Guy Emerson of Bankers' Trust and Frederick W. Gehle of Chase National Bank, all of whom served with Gamble and Coyne on the War Finance Committee. Industryites attending included Si Fabian, Oscar Doob, Major L. E. Thompson, Malcolm Kingsberg, James Sauter and Harry Mandel.

Republic's Robert V. Newman arrived in New York this week to confer with the home office. Newman is executive assistant to Vice-President Allan Wilson.

A. M. Botsford, ex-newspaperman who was head of Paramount's New York story department, ad and publicity head for 20th Century-Fox and has held various advertising executive jobs, will join United Artists Monday (1) as assistant to Producer Benedict Bogeaus.

No Kentucky Censorship

Proposed state censorship for Kentucky failed last week when the General Assembly refused to take action on the bill proposed by Congressman Sylvester Phillips.

Says Strict 'Clean Shows' Rule is Best Offense Against Censor Menace

Theatremen must be increasingly vigilant to insure that their theatres are regarded as wholesome influences in the community or they may find themselves hampered by bothersome restrictions, Interstate General Manager R. J. O'Donnell declared in Dallas.

Stating that he had seen reports that there was more "censor conscious" activity in the United States and Canada, O'Donnell said:

"Theatres have been in the public eye during and since the war for the part they have played in worthy causes. We as showmen have proved what the theatre can do in the community. We've built up a good name nationally. Let's not lose it now by some carelessness which might give the impression that filth or smut is running wild again.

Field Day for 'Reformers'

"After any war there is bound to be confusion. And in this confusion there arises movements for reform. I don't criticize the honesty of these movements. I just want to point out that they have a way of moving in on the theatre with some sort of censorship consciousness if not positive censor action. As showmen we must be sure that we do not give any occasion for these movements to take action against us.

"The motion picture has done a wonderful job in policing itself. Yet I believe it could do even a better job if it considered regional traditions and viewpoints more closely. Some unintentional flouting of views which a whole area of the nation may hold seriously, can lead to very serious repercussions.

"Also I want to point out what can be a very real trouble-spot for us. I believe the coming months will see a spread of stage shows. It is possible for a single entertainer to plant the seed of future trouble because he uses some off-color remarks or songs to get an extra hand or so.

"Since our houses are primarily motion picture theatres, the mistakes of this type of actor subconsiously become associated in the public mind with the motion picture. We can control this of course if we watch what is going on in our theatres and take immediate action against any filth.

"Bad taste is seldom excusable; seldom profitable. In the long run it leads to an aroused public opinion which can be both troublesome and costly."

Films Increased Consumer Magazine Adv. in '45; Loew's $1,008,674 Tops

Eight motion picture companies spent $3,856,826 for magazine space during 1945 and by comparison apparently spent little on radio, figures published by *Advertising Age* revealed this week.

The listings, which were based on companies spending over $100,000 yearly in either radio or magazines, showed no motion picture company to have spent that amount with the 5 national networks but, showed by comparison with previous years that seven of the companies had been increasing their magazine budgets each year and that motion picture buying of magazine space now ranked well on a list comprising the nation's leading industrial users of such media.

Leading the list were Loew's, Inc. (which includes MGM) with a total of $1,008,674 for 1945, of which $1,008,324 was for MGM advertising and only $350 for Loew's. (Previous years' totals for this company were: 1944, $1,056,268; 1943, $725,597; 1942, $560,363); next was RKO with a 1945 expenditure of $805,062 ($97,562, 1942; $202,391, 1943, $266,364, 1944); Paramount $606,593 ($366,824, 1942; $457,311, 1943; $587,720, 1944); 20th Century-Fox $441,684 ($243,419, 1942; $279,399, 1943; $410,436, 1944); Warner Bros. $339,668 ($247,651, 1942; $278,537, 1943; $336,290, 1944); United Artists $310,807 ($124,208, 1942; $221,075 , 1943; $243,385, 1944); Universal $182,486 ($41,623, 1944, nothing in 1942, 1943); Republic $161,752 ($28,263, 1942; $112,768, 1943; $201,681, 1944.)

In comparison with other industries using magazine space MGM was 44th; (General Motors with 19 brands was 1st; Proctor and Gamble 2nd; Lever Bros. 3rd; General Electric 4th; Distillers' Corp. 5th, Schenley 6th; General Foods, with 31 brands, 7th; Swift and Company 9th; American Telephone and Telegraph 24th; Metropolitan Life 73rd; RKO 64th; Paramount 96th; 20th-Fox 142nd; Warners' 187th; UA 207th; Universal 311th; Republic 356th.

The fact that motion pictures appeared to be light radio advertisers is due to the fact that most radio advertising used by the industry is in connection with specific theatre dates rather than being blanket- coverage of the nation by a distributor company.

Distinguished Lists 5 For Initial Release

Distribution of three French postwar releases and two re-issues was announced this week by Distinguished Films, Inc., recently formed to distribute foreign films by William Brandt, president of Brandt Theatres, in association with Oliver A. Unger, vice-president, and Martin Levine, treasurer.

The films are: "Amok," based on the Stefan Zweig novel; "Her First Affair," with Danielle Darrieux; "The Devil's Hand" a psychological drama, and the two re-issues "Les Miserables" and "Cloistered." "Les Miserables" which runs three hours, will be split into two features titled, "Jean ValJean" and "Fantine," respectively. Negotiations for additional foreign films are under way. Noel Meadow is director of publicity.

Glass-Bound Book Tells Lamp Reflector History

A glass-bound book, giving the history of the Strong Electric Corporation's production of projection arc reflectors, is being distributed to theatre supply dealers of the nation.

The glass-covered book, said to be the first of its kind, is entitled "Strong Reflections," and the cover bears a reproduction of an arc lamp reflector with the back of the glass being silvered to give the reflector the appearance of a real mirror.

Morris Joins Vanguard

Claud Morris, former exploitation head for Samuel Goldwyn, joins the exploitation staff of Vanguard Films, April 1, and will handle the special exploitation on David O. Selznick's "Duel in the Sun."

SELLING THE PICTURE

Limited Facilities No Bar to Tiede's Special Selling of All-Western Bill

When it seems that all exploitation angles have been exhausted, the smart showman can always think of a new one or dress an old one in new clothes. Too, the smart showman exploits not only the outstanding attractions but also keeps his public fully apprised of the run-of-the-mill bookings through unique, appealing selling ideas.

Let's take the theatreman who plays two Westerns on one program, bills them in the ordinary manner, and then waits for the crowd to come in. Perhaps he feels the Westerns will sell themselves. Well, maybe so. But he may also feel that every angle of Western exploitation has been exhausted—so why bother?

Now, let's take a showman like R. G. Tiede, manager of the Community Theatre, Welland, Ontario, Canada. Having booked two Western films (Universal's "Frontier Badmen" and Columbia's "Lawless Empire"), Tiede was not content to just bill them in the ordinary manner. If some method of selling could be devised that would project greater appeal to more people, why not use it?

Faced with two obstacles—a limited budget and the absence of local radio stations—Tiede was not sidetracked from his determination. All was not lost—there were at least the local newspapers for ads and merchants for window displays. Right at the theatre was the screen, the front and the monthly program. The thing to do was to put these media to use. And that's just what Tiede did.

To create that extra appeal, the Welland showman decided to bill the two Westerns as "A Rodeo Special All Wild West Show." He ran teaser ads in the daily papers, projected a slide along with the regular trailers, used special advance displays in the lobby, promoted window displays of 11x14 cards in several prominent stores, planted a one-sheet poster right on Main Street. The theatre's monthly program was also brought into play.

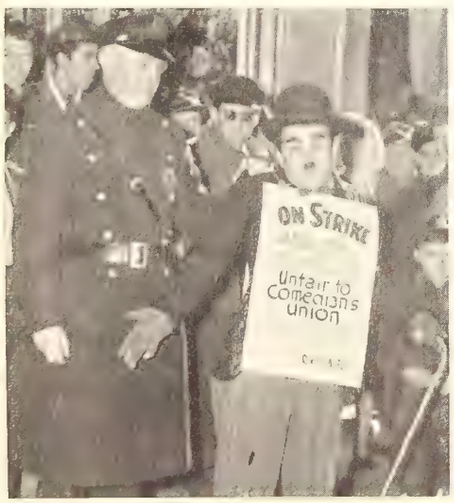


TIEDE'S APPROACH. This top section of his opening-day ad shows the special approach used by Manager R. G. Tiede of the Community Theatre, Welland, Ontario, in selling a two-Western program, Universal's "Frontier Badmen" and Columbia's "Lawless Empire."

For the opening, Tiede dressed up the Community front with "all Western show" copy by means of special posters and a banner across the facade just above the box-office. And he ran a two-column, 11-inch ad on opening day which pointed up the special selling angle.

When all was said and done, box-office receipts were well worth the extra effort. Reports Tiede: "The manner and theme in which these two features were advertised to the public created much additional interest in the program."

Much more, it's safe to assume, than would have been the case had he chosen to just book 'em and play 'em.



STOPS TRAFFIC. A stooge dressed as Charlie Chaplin, wearing sandwich boards, picketed the RKO Albee Theatre, Providence, R. I., in advance of the showing of Universal's "Little Giant," and stopped traffic completely. At times it was necessary, as shown above, for the law to take the stooge in hand so that the crowds would disperse.

Powder Samples Publicize 'Because of Him'

Highlights of the campaign on Universal's "Because of Him" staged by Schine's City Manager Bob Cox of Lexington, Ky., was a tieup with the Revlon Cosmetic Company in connection with the film's showing at one of the circuit's theatres there.

Imprinted sample envelopes of the cosmetic firm's new powder were distributed to 2000 University of Kentucky co-eds and over cosmetic counters in all the large stores.

In addition, radio stations broadcast programs featuring Deanna Durbin records, and music, department and flower stores tied in with window displays.

Bob Cox Honored

Schine's Lexington, Ky., City Manager Bob Cox, of the lobby radio quiz fame, has been selected as the city's outstanding young man by the Junior Chamber of Commerce. A banquet was tendered in his honor and he was presented with a key symbolic of service to the community. Cox was accorded this honor in recogntion of his fine work in War Bond and other community campaigns.

DeHavilland to Head Paramount Star Treks

First of the projected Eastern treks to be undertaken by Paramount's top stars will be in connection with "To Each His Own," when Oliva deHavilland, star of the film, heads New Yorkwards, it was announced by Curtis Mitchell, national director of publicity and advertising, upon his return from the Coast.

In all probability, Miss deHavilland will tour some of the larger Eastern cities to meet the press in advance of the picture. Mitchell said there is a possibility of John Lund, male lead, accompanying her. Plans have been made for a steady stream of top-roster names to visit eastern centers, with deHavilland leading and the stars continuing on, in advance of their picture releases.

Another result of Mitchell's studio visit was closer co-ordination between the West Coast publicity department and the Home Office in the matter of publicity, advertising and exploitation pictures. In this connection, Rex Taylor, eastern coordinator of publicity, who went with Mitchell, will head all activities.

Greater publicity concentration on the studio's up-and-coming screen personalities was worked out between Mitchell and the company's producers.

20th-Fox in Nationwide Typewriter Tieup

A nationwide tieup has been concluded between 20th Century-Fox and the typewriter division of Remington Rand, Inc., whereby color and black-and-white advertisements tieing in with "The Shocking Miss Pilgrim" will run in national magazines and newspapers.

Tieup is based on a scene in the picture which shows Betty Grable using the first typewriter ever made, loaned for the purpose by the Remington Rand Company.



BLACK EYE. A well-dressed young woman carrying an overnight bag labeled with selling and playdate copy, toured the vicinity of the Rosetta Theatre, Miami, Fla., as a street ballyhoo for Columbia's "She Wouldn't Say Yes." Only thing marring the woman's appearance was a large black eye which made everyone look and point her out. Reason for the eye? Look at that title again. Responsible for the ballyhoo was Edward C. May, Rosetta manager.

SELLING THE PICTURE

Wide Campaign Hails 'Rebecca' Return Date

In organizing his campaign for the New York return engagement of "Rebecca," David O. Selznick's Academy Award winner, Manager Maurice Maurer of the Victoria Theatre started several days in advance by planting feature stories and art on the two stars in all metropolitan papers, with publicity based on two angles, the reason for the film's return and the special citation given by New York University's motion picture department to Selznick for the dramatic qualities of the film.

A variety of window displays was obtained, feature of which was the Lewis and Conger window headed "Tops in Value"—this store's windows are always crowd-stoppers. Among the other window displays were 12 florists, five wearing apparel shops, 53 pipe and cigar stores, pet shops, sporting goods stores and cafeterias, located in many important hotels and shops at busy intersections throughout the city. All displays featured stills or a star head, with full credit to the Victoria showing.

Radio outlets consisted of two quiz contests on "Rebecca," with winners receiving tickets to the opening, and many prominent plugs on programs with a Hollywood or motion picture theme, over local or network stations.

Co-op ads, arranged with a local furniture company, using the catchline, "Tops in Entertainment—Tops in Value," brought four 1000-line ads in newspapers in New York, Newark, Jersey City and Elizabeth, plugging "Rebecca," with prominent mention of the stars.

Libraries and book stores displayed the Daphne DuMaurier best-seller, from which the picture was adapted. The book, with the new "Rebecca" jacket, was prominently displayed on counters, book shelves, and store windows, along with stills and cards advertising the Victoria return engagement.

37 Century Theatres in Kiddie Show Venture

In response to organized requests from parents and Parent-Teacher Associations, Century Theatres' 37 houses in Brooklyn and Long Island are now presenting morning Kiddie Shows once a month, consisting of cartoons, Westerns, etc.

School authorities in the various neighborhood have endorsed the plan and are giving active cooperation toward its success.



COLORFUL FRONT. Shown above is part of the colorful front erected for the run of Universal's "The Seventh Veil" at RKO Keith's Theatre, Cincinnati, by Manager Ed Reisenbeck and Universal Field Representative Harry Keller.



TERRIFIC STREET BALLYHOO. C. A. Stewart of the Orpheum Theatre, Topeka, Kans., set the town all agog when he arranged to have a model train ride through the community on opening day of MGM's "The Harvey Girls." As can be seen from the photo above, the stunt provided a terrific street ballyhoo. All you need is a model train—and here's hoping you find one.

Teschner, Deardorff Hit High Mark in 'Harvey' Campaign

That the theatres playing MGM's "The Harvey Girls" are expending every trick in the book to get the most out of the film has been reported from time to time, and a campaign that takes a fairly prominent place among the better efforts is that planned and carried out by Manager Ted Teschner of Loew's Valentine, Toledo, and Charley Deardorff, MGM exploiteer.

Street ballyhoo, outdoor posting, bus and street car cards, bannered news trucks, juke boxes, window displays galore and radio were used in various ways to let the population know about the film and where and when it was to play.

Away-from the-theatre stunts included having three young ladies carry cards, each naming part of the title and playdate. The three ballyhooers carried their cards in mixed up fashion and upon reaching a busy street corner arranged themselves in proper order. Three other young ladies toured the streets in an old fashioned horse-drawn surrey, wearing "Harvey Girls" costumes. A large sign on the back of the surrey apprised onlookers of what the stunt was about.

Three thousand teaser cards were placed around the city with copy, "Call the Harvey Girls—Telephone Emerson 2001," which, of course, was the number of the Valentine Theatre. Two hundred directional arrows with copy, "Straight Ahead for 'The Harvey Girl'," were placed at main intersections and 4000 table standees were placed on tables at downtown restaurants, reading "Reserved for 'The Harvey Girls'." Downtown cafes and restaurants also used 10,000 imprinted napkins.

Copy of the book jacket was blown up large enough to form a "walking book," with a young man taking the ballyhoo throughout the streets of the city. An arrangement also was made whereby cards were placed inside juke box display glass urging readers to "Hear Judy Garland sing on the Atchinson, Topeka and Santa Fe," and "See Judy Garland in 'The Harvey Girls' at Loew's Valentine Theatre, etc."

All Buckeye News trucks covering Toledo and vicinity were bannered in a tieup with *Movie Magazine* and the film. Window and counter displays were set in book stores and in the book sections of all department stores. Tieups also were made for window displays at music stores and with five-and-ten-cent stores.

Radio was used extensively in addition to the valuable MGM-sponsored spot announcements. WSPD has a program called The Midnight Express, playing recorded tunes. The disc jockey here used "Harvey" tunes for a full week in advance of the film's showing, and donated announcements about the film each time one of the tunes went out over the air. Another WSPD feature has a locally popular m.c. handling a recorded program each Saturday from 3 to 5 p.m. For two weeks prior to opening this young man gave at least eight announcements a program to the tunes from the film.

The regular newspaper advertising space was augmented by using the national campaign arranged by MGM.



ATCHISON, TOPEKA, ETC. George Peters, manager of Loew's Richmond Theatre, thinks that house organist Eddie Weaver in character, doing his organlogue on "The Harvey Girls" the week before the picture opened, was a novel and effective ballyhoo, and so do we.

SELLING THE PICTURE

Outlaws Lasso GIs in Richmond 'Outlaw' Stunt

Outstanding stunt of the comprehensive exploitation campaign essayed by Manager George Peters of Loew's, Richmond, and United Artists Exploiteer Dave Polland, for Howard Hughes' "The Outlaw," had twelve beautiful Richmond debutante "Outlaws" on horseback lasso their own dates at McGuire General Hospital. Conducted with the cooperation of the Army Welfare officer and the Red Cross, the stunt was covered by Richmond newspapers and attracted considerable attention. The girls took their dates to dinner and entertained them at a special showing of the film.

Because of the controversy engendered by "The Outlaw," it received considerably more than average space in Richmond newspapers, including an editorial in the *Times Dispatch,* written in a light vein and kidding the Memphis censor for banning the film. The newspaper's drama editor followed with a two-column story with art about the picture, referring to its controversial nature. Other advance stories and art were generous.

Radio was used widely, with four stations carrying station break announcements that averaged one every hour on each station for a week prior to opening day. Edith Lindeman, drama critic of the *Times-Dispatch,* devoted an entire 15-minute program to the picture the Sunday before opening. A furniture store's daily 15-minute program asked questions about the picture, with photos of Jane Russell going to the listeners who sent in correct answers. Harvey Hudson, conductor of a Man in the Street program, staged two of his sessions in front of the theatre before opening day, with all questions on the programs devoted to "The Outlaw."

Silk-screened window cards, locally made 24-sheet posters and other standard publicity outlets were used to round out the campaign.

Bridal Ballyhoo

An attractive young lady garbed in bridal costume strolling down the main shopping street and distributing gag heralds was part of the advance ballyhoo staged by Manager Francis Aiello for the showing of "The Sailor Takes a Wife" at the Grand Theatre, Latrobe, Pa.

Kids Review Film

Manager Gus Marakas, Orpheum Theatre, Connellsville, Pa., plugged the showing of "They Were Expendable" at his theatre by distributing heralds to school children announcing a contest in which prizes and guest tickets would be awarded for the best 50-word reviews on the film.



OUTLAWS. Four of the twelve Richmond beauties who traveled to McGuire General Hospital to lasso their own dinner dates in connection with the showing of Howard Hughes' "The Outlaw" at Loew's Richmond Theatre. Stunt was well covered by press and was staged by Manager George Peters and U. A. Exploiteer Dave Polland.

3-Day Contest Tops Campaign on 'Whistle'

Hartford's Loew's Poli Manager Lou Cohen and his assistant, Sam Horwitz, really went out and sold "Whistle Stop" to the populace of the town and the surrounding region. Top stunt was a three-day newspaper contest in the Hartford *Times* in which readers were to name the feminine co-stars in previous George Raft films, pictured on the movie page each day. The first 25 correct answers of the more than 300 entries were awarded guest tickets, while "Whistle Stop" received plenty of publicity.

A local reviewer devoted her 15-minute broadcast to the film the day before opening, discussing book, picture and stars. Local book departments featured counter displays of stills and theatre credit cards, also a counter card with the following copy: "Prize winning books make great pictures. Read the book and see the picture." Local news company trucks were bannered. At its morning and afternoon record programs radio station WTHT ran a "Whistle Stop Essay Contest," giving cash prizes and guest tickets to the best composition describing different types of whistling.

Strand Revises Preview

Previewing of the incoming film the night before the regular opening has been revived by the New York Strand. The once regular custom of showing the new attraction on the final night of the preceding picture was discontinued during the war.

Easter Is Showmanship Time

With the coming of Easter, showmen have an excellent opportunity to promote their theatres and their attractions. The new spring fashions, Easter vacations, Easter egg hunts, etc., all provide fine methods to spread the goodwill of the theatre throughout the community.

Fashion shows can be arranged in cooperation with a local department store, the store's advertising head and fashion buyers. The fashion editor of the local newspaper will be willing to aid. Models, announcers and entertainers can be recruited from local schools, sororities or fraternities.

Easter time means school vacations for the kids, and you should do your best to encourage them to attend your showings, being sure to exhibit films that will appeal to them. Cartoon shows are always a popular item. An Easter Monday morning special Kiddie Show using the local juvenile talent should be well received.

Easter egg hunts, in cooperation with local playground, park, and play center directors, will avail you more opportunities for extensive publicity and ballyhooing your theatre. Request your local paper to print a map giving clues as to the whereabouts of the eggs, and offer prizes for each egg brought in.

Cigar Tieup Highlights Albany 'Trunk' Selling

A 10-day advance campaign through newspapers, radio, and other exploitation media heralded the opening of "Saratoga Trunk" at Warners' Strand Theatre, Albany, N. Y. Product of Leo Rose, Strand manager, and Charles Smakwitz, Warner zone advertising and publicity director, the campaign aided in breaking all opening-day records.

Officials of Saratoga, Albany, and the Cigar Institute of America, were among the 100 guests attending the premiere dinner at the De Witt Clinton Hotel. Two busses, with motorcycle police escort, transported the guests from the hotel to the theatre for the premiere showing.

Newspaper tie-ins involved the running of daily pictures and stories, the presentation of a box of cigars from Gary Cooper to the father of every baby boy born on premiere day, and the sponsoring of the personal appearance of Monty Woolley on opening day. One paper held a special run of the Saratoga Trunk special from Albany to Saratoga, carrying the *Times Union's* critic, publisher and photographer, with the Mayor, city officials and a band meeting them at Saratoga.

Spot announcements a full week in advance and a direct broadcast and rebroadcast the day following the dinner and premiere were carried by all local stations.

Hearns Lands Fine Window on 'Yes'

Working in a small city where tieups are harder to promote requires a greater degree of concentration on the part of the theatreman.

Which is by way of awarding the palm to Johnny Hearns of the Palace Theatre, Trenton, N. J., for promotion of a fine window in the local Adam Hat store tieing-in that brand of headgear with Columbia's "She Wouldn't Say Yes."

Catchline for the tieup, following the title, was "But She Did When I Got An Adam Hat." Theatre credit and playdates were prominently placed.

Just in case you think the Palace manager is a "one-window" Johnny, it should be pointed out that the Adam Hat display was just one of many.

'Bel Ami' Teaser Ads Set for Magazines

Magazine teaser ads, running three months ahead of release date, have been developed for the forthcoming production of Loew-Lewin's "Bel Ami, or the History of a Scoundrel," starring George Sanders and based on the De-Maupassant tale.

The ads are only three inches deep and feature the slug, "Bel Ami Says. . .," over an outlined head of Sanders. The selling angle is concentrated in a series of quotes about women, all taken from Albert Lewin's script. Ads were designed by Loew-Lewin, in association with United Artists' Paul Lazarus, Jr., and the Lawrence Fertig agency of New York.

'Kidd' Treasure Hunt

Getting eight local merchants to place an ad in his half-page newspaper co-op, and, also, to put a treasure in one of their windows, Strand Theatre Manager Clark Jordan, Amsterdam, N. Y., used the Treasure Hunt theme to promote the showing of "Captain Kidd" at his theatre. Readers were to make a list of the treasures in the window. First ten correct entries received guest tickets.



IF YOU WERE GIVING NYLONS AWAY–

You couldn't attract bigger crowds than you'll have for M-G-M's sensational New Group...

ANNIVERSARY FIVE

MGM's ANNIVERSARY FIVE

"It's my 22nd Birthday and I've opened up the Best Stuff for the Party"



WILLIAM POWELL
ESTHER WILLIAMS
"THE HOODLUM SAINT"
ANGELA LANSBURY



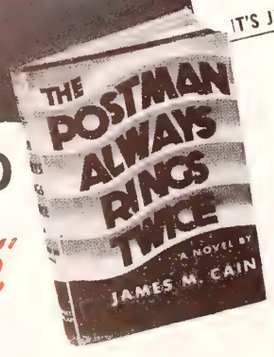
Tense melodrama! Two beautiful girls fighting for the love of a man of mystery. Gangland, night clubs, Wall Street—It's a movie for the millions.

James Gleason · Lewis Stone · "Rags" Ragland · Frank McHugh · Slim Summerville · Original Screen Play by Frank Wead and James Hill · Directed by NORMAN TAUROG · Produced by CLIFF REID

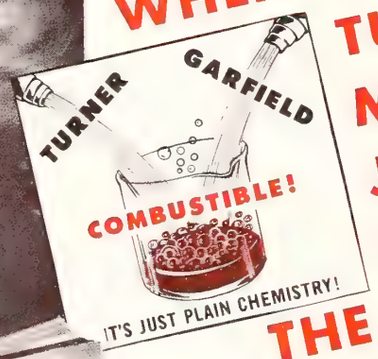


LANA TURNER · JOHN GARFIELD
in
"The Postman Always Rings Twice"

Cecil Kellaway · Hume Cronyn · Leon Ames · Audrey Totter · Alan Reed · Screen Play by Harry Ruskin and Niven Busch · Based on the Novel by James M. Cain · Directed by TAY GARNETT Produced by CAREY WILSON



Yes, it's the book that blazed to best-seller fame and it's a BIG M-G-M prouction now!



WHEN LANA TURNER MEETS JOHN GARFIELD THE SCREEN SIZZLES!

Prediction! It will be one of the Greatest audience hits of the year!

Showmanship! We're giving it a Giant advertising campaign in the M-G-M manner. That means the works, newspapers, magazines, radio, everything!

THE PASTERNAK KNACK!



He made "Anchors Aweigh" and many more Big Ones. Pasternak has done it again!

M-G-M merrily presents the Romantic Musical that will sweep the nation!



KATHRYN GRAYSON
darling song-bird of "Anchors Aweigh" is better than ever!



JUNE ALLYSON
Another hit to follow "Highness and Bellboy," "Sailor Takes a Wife"



MELCHIOR SINGS!
The gay hit of "Thrill of a Romance."

The Audience-Preview was uproarious! They raved about the rollicking fun, the genuine love story, the spectacular numbers. A hit of hits!



DURANTE NEVER FUNNIER!

"TWO SISTERS FROM BOSTON"

Kathryn GRAYSON · June ALLYSON

with Lauritz Melchior · Jimmy Durante · Peter Lawford · A Henry Koster Production · Original Screen Play by Myles Connolly · Additional Dialogue by James O'Hanlon and Harry Crane · Directed by HENRY KOSTER
Produced by JOE PASTERNAK



WATCH PETER LAWFORD!
Star of "Son of Lassie" is star stuff!

What a Combination!

WALLACE BEERY
MARGARET O'BRIEN

"BAD BASCOMB"



FLASH!
Yonkers, N.Y. Preview Sensational! The fans cheered and applauded throughout!

One of the biggest outdoor adventure pictures M-G-M has ever made. Covered wagons, Indian fights, heart-throbs. A thrill a minute and laughs aplenty from Wally and Margaret.

Marjorie Main · J. Carrol Naish · Frances Rafferty · Marshall Thompson
Screen Play by William Lipman and Grant Garrett · Original Story by D. A. Loxley • Directed by S. SYLVAN SIMON · Produced by ORVILLE O. DULL

FLASH!

M-G-M's

"THE LAST CHANCE" *is Socko!*



200% — CHICAGO
Second and Third Weeks outgrossed the First

300% — LOS ANGELES
Extended Run!

TERRIFIC EVERYWHERE
Extended Runs in Washington, San Francisco, etc Syracuse (2 Weeks) and many more!

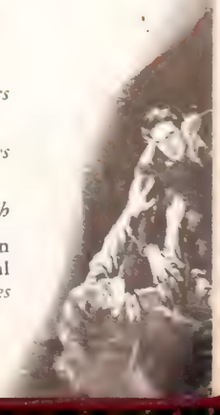
PRAISED EVERYWHERE

"One of the 10 best of the year . . ."
—New York Times and others

"Finest film we've seen in five years."
—Chicago Daily News

"One of the best I have ever seen."
—Pittsburgh Sun-Telegraph

"A picture of great power . . . a picture in which there is much to admire . . . powerful entertainment." *—Toledo Times*



Produced by Lazar Wechsler · Directed by Leopold Lindtberg · Story and Screen Play by Richard Schweizer



M-G-MAGNET!

QUICK ON THE DRAW!

Electrify Your Patrons with M-G-M's

ANNIVERSARY FIVE

And Keep Them Tingling with:

GABLE's back and GARSON's got him in "ADVENTURE"

M-G-M's *TECHNICOLORIOUS* "ZIEGFELD FOLLIES OF 1946"

And Big Ones Coming!

"EASY TO WED"
Technicolor
Van Johnson • Esther Williams
Lucille Ball • Keenan Wynn

"HOLIDAY IN MEXICO"
Technicolor
Walter Pidgeon • Jose Iturbi
Roddy McDowall • Jane Powell
Ilona Massey • Xavier Cugat

A. J. Cronin's
"THE GREEN YEARS"
Charles Coburn • Tom Drake
Beverly Tyler • Hume Cronyn

"NO LEAVE, NO LOVE"
Van Johnson • Pat Kirkwood
Keenan Wynn • Xavier Cugat
Guy Lombardo

"THE YEARLING"
Technicolor
Gregory Peck • Jane Wyman
Claude Jarman, Jr.

"TILL THE CLOUDS ROLL BY"
Technicolor
Judy Garland • Robert Walker
June Allyson • Lucille Bremer
Van Heflin • Angela Lansbury

PRINTED IN U.S.A.

SELLING THE PICTURE

Airplane Publicity for U's 'So Goes My Love'

Highlight of the comprehensive exploitation campaign planned by Universal for the Jack H. Skirball-Bruce Manning production, "So Goes My Love" is the revolutionary introduction of a publicity airplane which will carry a new firm of publicists throughout the country extolling the virtues of the new film. The plane has been made available by Aeronca Aircraft Corporation for the use of the new firm, Airways Publicity, composed of former war pilots.

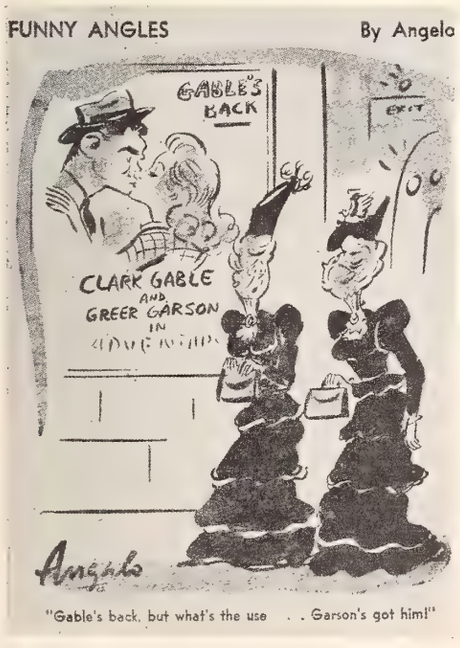
This week Charles Simonelli, Universal's director of special events, and Charles Lockwood, airways publicity organizer, left on the first leg of their 14-city trip to California. Myrna Loy will christen the plane in Los Angeles on April 3. First stop is Middletown, Ohio.

Lockwood's ship will be completely equipped as a flying publicity office with stills, stories, mats and other appurtenances to be used in the campaign, and also will carry a print of "So Goes My Love" to be shown to critics and exhibitors at each stop on the itinerary.

Opening of the promotional program took place Thursday (21) at the Pierre Hotel where Lenesta, famous hat designer, sponsored a fashion show at which new millinery, inspired by the hats worn by Myrna Loy in the film, were introduced to more than 400 fashion experts, reporters and radio commentators. The hats will be merchandised in more than 300 stores in key cities.

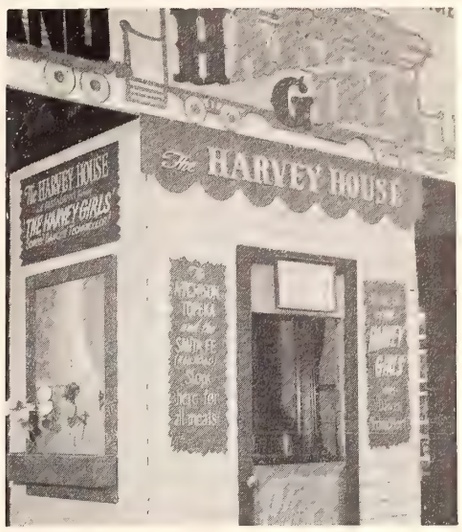
Tieins with national advertisers have been arranged as has a re-issue of the book with a new jacket crediting the film.

A special program of the Double Or Nothing Radio show will be dedicated to "So Goes My Love" April 28th via 236 Mutual stations from the stage of the Erlanger Theatre, Buffalo, at the picture's premiere.



"Gable's back, but what's the use . . . Garson's got him!"

GIVEAWAY. A cartoonist for the Philadelphia Inquirer did this cartoon, based on the well known phrase, "Gables Back and Garson's Got Him!" and Manager Sam Gilman, Loew's Regent, Harrisburg, got permission to reprint it as an advance giveaway to plug MGM's "Adventure." Adds a novel touch, doesn't it?



NOVEL BOX-OFFICE. This miniature replica of a Harvey House was built around the box office of Loew's Regent Theatre, Harrisburg, as part of the extensive exploitation campaign for MGM's "The Harvey Girls" essayed by Manager Sam Gilman. The change in the Regent's front was effective, eye-filling and sold tickets.—HA.

Urge Local Adaptations Of MGM Baby Contest

The universal and forgiveably fatuous belief of fond parents that their offsprings' beauty transcends that of all others has resulted in the exceptional success of Metro-Goldwyn-Mayer's national contest for "Future Ziegfeld Beauties." Three million heralds announcing the contest and listing prizes and requirements were distributed in 15 cities with more than 5000 entries received in MGM's home office. Just $350 in prizes were offered.

The contest herald was called the "Ziegfeld Follies" edition of MGM's Screen Forecast and in addition to plugging the "Follies" gave considerable space to "The Harvey Girls" and listed several of MGM's coming attractions. There was space available for local theatre imprint on the last page.

Contestants were required to send a snapshot or photo of their girl children to MGM's home office with winners to be decided on the basis of "who, in the opinion of the editors (of Screen Forecast), have the makings of future Ziegfeld Follies Girls." Personality, as well as beauty, was to be considered.

Details of the contest are listed here with the suggestion to showmen who will play the Technicolor extravaganza, to set up similar contests with local newspapers, radio stations and department stores. The contest is a natural and most newspaper editors will go for it. Radio station promotion managers might use it to prove to prospective advertisers the pulling power of their stations and department store baby clothing and accessory departments can tie in to promote the sale of their own wares.

First prize winner, 2½-year-old Barbara Ellen Eisenstein, of New York City will be formally presented with a check for $100 on the stage of the Capitol Theatre during the engagement of "Ziegfeld Follies of 1946."

Other winners are: Dana Jo Chapman, Parsons, Kans.; Mary Martha Calvert, Mansfield, La.; Nancy Sue Levine, Brooklyn; Carol Sue Kimbrell, Winchester, Ky.; Sandra Lou Blackburn, Temple, Texas; Carleen Ann Carlson, Duluth, Minn.; Betty Ann Kolthoff, Cleveland, Ohio; Evelyn Goldblatt, West Hempstead, N. Y.; Jean Marie Roberson, Norfolk, Va.; Marion Kay Mann, Ocala, Fla.; Sandra Lee Kantz, Ralston, Wash.; Sherry Lyn Urban, San Diego, Cal.; Bonnie Jean Hawes, Milton, Mass.; Mary Alice Gilley, Marlin, Tex.

Press Book Ideas Proved Workable for 'Bandit'

Ideas for exploitation included in the press book of Columbia's "Bandit of Sherwood Forest," seem to have the "workability" requisite according to reports of exploitation accomplishment coming in to Columbia's home office.

In a small section of one page of the press book, for instance, there is a detailed explanation of how one store capitalized on the idea to set up a display of archery equipment. Seems as though every showmen playing the film has hopped on that one with Joe Alexander and Nathan Wise, manager and publicity manager, respectively of the RKO Albee, Cincinnati, getting full windows on the tieup in four sporting goods stores and two department stores.

Harry Boesel, manager of the Palace, Milwaukee, set up an archery tieup involving a champion archer, archery lessons, an archery contest and got three department store windows, to boot.

Listened Well

Sears Roebuck listened well to George McKennon, manager, and Bill Brereton, publicity manager of the Lafayette in Buffalo, and displayed archery equipment in its windows, as well as taking newspaper advertising extolling the value of its equipment and the "Bandit." Three sporting goods stores also thought enough of the idea to go for window space.

In San Antonio, Manager Henry Bergman and Publicity Manager Jack Chalman of the Aztec, arranged for a department store tieup, including windows and inside displays and also convinced a sporting goods store of the tieup's value. Other displays of similar nature were arranged in Indianapolis, Dallas, New Haven, Harrisburg, Minneapolis and St. Paul . . . with reports of others still coming in.

Other examples of the campaign's "workability" include book and library displays; the application of the word "color" to inspire window displays as, for example, gowns in Sherwood Forest Green, or Robin Hood Brown, etc.

Then there is a tieup on hats, which has been worked successfully in Dallas, Cincinnati, Hartford and other towns. Other workable gags include the tieups already arranged with national sponsors and which can be localized easily. They include: Blackfriar Kindreds, Max Factor Cosmetics, Coro Jewelry, *Parents* magazine and Lux Soap.

The school tieup idea based on the recorded music of the Columbia Masterworks Album, have been reported heretofore, and it is gaining momentum with school cooperation in nearly every city where the picture has played.



INDICATIVE. This false front treatment given to the World Theatre, New York, for the world premiere of the Italian importation, "Open City" is indicative of the importance attached to the film by Arthur Mayer and Joseph Burstyn, its distributors.

THE BOX OFFICE SLANT

Thunder Town

PRC Western 55 mins.

AUDIENCE SLANT: (Family) Just an average western with enough action to take its place in the category of fair entertainment for western fans.

BOX-OFFICE SLANT: Should do as well as previous Bob Steele films.

Cast: Bob Steele, Syd Saylor, Ellan Hall, Bud Geary, Charles King, Edward Howard, Steve Clark, Bud Osborne, Jimmy Aubrey. Credits: Produced by Arthur Alexander. Directed by Harry Fraser. Original screenplay by James Oliver. Photography, Robert Cline.

Plot: Bob Steele returns to town on parole from the state penitentiary where he has spent a year under a framed charge. His parole prevents his carrying a gun or from getting into any kind of trouble. Determined to prove his innocence, he uses the then new science of ballistics to convict the really guilty parties.

Comment: The heroics in this new Bob Steele Western are so artificial as to be laughable, except, of course, to those dyed-in-the-wool Western addicts who forgive implausibilities if there is plenty of action and gunplay. And there is plenty of action here, for Steele and his opponents slug each other viciously, although there are no visible signs on their persons of the results of their fistic encounters. The story is fairly interesting, but the acting is below par. Direction is haphazard and the budget reins seem to have been held pretty tightly. Just an average Bob Steele Western that will get by with Western fans.

So Goes My Love

Universal Drama 88 min.

AUDIENCE SLANT: (Family) Should please average audiences, especially family spectators and the feminine contingent who will find nostalgia in the hardships of the young couple, and will like the naturalness and down-to-earth quality that pervades the film.

BOX-OFFICE SLANT: Can stand alone or as the top feature on a dual bill. The names Myrna Loy and Don Ameche should help attract patronage.

Cast: Myrna Loy, Don Ameche, Rhys Williams, Bobby Driscoll, Richard Gaines, Molly Lamont, Sarah Padden, Renie Riano, Clara Blandick, John Gallaudet, John Phillips, Bruce Edwards, Howard Freeman, Wheaton Chambers, Pierre Watkin. Credits: Directed by Frank Ryan. Screenplay by Bruce Manning and James Clifden. Based upon "A Genius in the Family" by Hiram Percy Maxim. Photography, Joseph Valentine. Produced by Jack H. Skirball. A Skirball-Manning Production.

Plot: On her way from a New England farm to Brooklyn to find herself a wealthy, substantial husband, a young girl meets a lovable, carefee inventor. Just as her wedding to a "solid and stolid citizen" is being announced she decides to wed the inventor. The problems she faces in teaching her husband the niceties of social obligation and respectability are eventually solved.

Comment: Fraught with a goodly share of the humor and pathos of everyday life, "So Goes My Love" is a picture that should please average audiences, especially the feminine contingent. There is human interest in the story of the struggles of a young wife to help her husband become famous, wealthy and a respected member of the community—a story near to the heart of most women, and they'll tell their friends about it. The continuity lacks smoothness, omitting certain details that would help clarify some of the circumstances. Then, too, Myrna Loy as the wife and Don Ameche as the husband show no signs of aging, despite the passing of years. These detects, however, are comparatively minor and a matter of criticism, with most moviegoers not bothering to consider them. Miss Loy and Mr. Ameche handle their roles capably, and their names should help to attract patronage for the film, which will stand alone or as the top feature on a dual bill.

Legion of Decency Ratings

(For Week Ending Mar. 30)

SUITABLE FOR GENERAL PATRONAGE

Border Bandits — Caravan Trail
Green Years

SUITABLE FOR ADULTS ONLY

Catman of Paris — Kid From Brooklyn
To Each His Own

OBJECTIONABLE IN PART

Bride Wore Boots — Gilda

The Navajo Kid

PRC Western 57 mins.

AUDIENCE SLANT: (Family) Will fulfill the Western fans' demand for hard riding and gunplay.

BOX-OFFICE SLANT: Standard Western offering; good in houses that specialize in this type of fare.

Cast: Bob Steele, Syd Saylor, Edward Cassidy, Caren Marsh, Stanley Blystone, Edward Howard, Charles King, Jr., Bud Osborne, Budd Buster, Henry Hall. Credits: Produced by Arthur Alexander. Directed by Harry Fraser. Original screenplay, Harry Fraser. Photography, Jack Greenhalgh.

Plot: A young white boy leaves the Navajo Indian settlement where he was raised by foster-parents, to search for his real father. His only clues are his mother's wedding ring and a locket she was wearing when killed by Apaches. He gets on the right trail, but in the meantime there's a fight and he is sent to jail. When he breaks jail and attempts to shoot it out with the Sheriff, he learns that the Sheriff is his father, and there's a happy reunion.

Comment: This Bob Steele Western will be well received by the juvenile audiences, for it is primed with hard riding, hard fighting and plenty of it, and the plot is as believable as this type of fare permits. It is a satisfactory western for both the houses that specialize in this type of offering and the neighborhoods where the kids like to see their heroes riding and shooting and giving out excitement. Steele, as the Navajo Kid, and Syd Saylor, his comic partner, are in their usual good form. Caren Marsh looks pretty and acts as Western heroines are supposed to act. Edward Cassidy as the honest Sheriff and Stanley Blystone, a villainy villain, give acceptable performances. Direction by Harry Fraser maintains a rapid and well-timed pace throughout.

JOIN THE FIGHT ON CANCER
Easter Week Is Cancer Week

Suspense

Monogram Drama 101 mins.

AUDIENCE SLANT: (Adult) An unusually good picture combining sensational ice skating with a tense mystery that carries plenty of suspense and excitement.

BOX-OFFICE: Top production that should be set for extra playing time in the houses that usually play Monogram product, and strong enough to warrant playing time in the houses that have never before played Monogram product.

Cast: Belita, Barry Sullivan, Bonita Granville, Albert Dekker, Eugene Pallette, George E. Stone, Edit Angold, Leon Belasco, Miguelito Valdes, Bobby Ramos and his Band. Credits: Directed by Frank Tuttle. Original screenplay by Philip Yordan. Skating sequences by Nick Castle. Photography, Karl Struss. Produced by Maurice and Frank King.

Plot: A vagabond with an unknown background gets a job with an ice palace through the good graces of the owner, who is married to the star. He starts out selling peanuts, but being an unscrupulous climber, makes a play for the star and gradually gets to the top. The husband, when he becomes aware of the situation, arranges his fake death via a snow slide, but turns up to haunt the climber. Eventually both the husband and the man are killed and the star goes on to bigger and better things.

Comment: Easily the best product Monogram has ever turned out, "Suspense" can be favorably compared with anything, of this type, that has been released by any of the major studios. It has enough pull—once the advance exploitation attracts attention and brings them in, and word-of-mouth gets around—to fill the top spot in any location, including those houses that have never before played Monogram product. Excellent in each of the usual production phases, from background sets, acting, direction and photography, it has the additional draw of Belita's sensational ice skating ballets which add terrifically to the entertainment of its tense, dramatic story. Added to the above mentioned amusement ingredients is the specialty number by Miguelito Valdes and the music of Bobby Ramos and his Band. Although due credit must be given the King Brothers who produced and were responsible for this outstanding film, and to the players and writer of the script, it is Frank Tuttle's exceptional direction and Nick Castle's staging of the ice ballets that makes this the high quality attraction it is. Barry Sullivan should find himself in great demand after the excellence of this performance. He proves himself an able and worthy contender for any type of role. Albert Dekker, Eugene Pallette and Bonita Granville are fine in their roles and Belita proves she does not have to take second place in the dramatic department, in spite of her introduction as a skating star. The exhibitors who run Monogram product will be cheating themselves out of extra cash at the box-office, if they do not arrange for extended playing time. The picture warrants it.

The Caravan Trail

PRC Western 61 mins.

AUDIENCE SLANT: (Family) A much better than average Western which should delight the action fans. Others will find it entertaining.

BOX-OFFICE SLANT: With better

(*Continued on Page* 49)

THEATRE MANAGEMENT

Petting Harmful to Theatre's Reputation

In uppermost recesses of balconies, where it is dark and seldom fully occupied unless the theatre is doing a brisk business, lovers find an ideal spot. They make this part of the theatre their trysting place after experience has proved they are not liable to be molested.

There is a time and place for love-making—but not in the theatre during a performance. No one objects to sweethearts or husbands and wives holding hands; such action bothers no one. But any further demonstrations of love distract and offend patrons who pay the admission price for the right to see and enjoy the show.

Granted that balcony love-making is far removed from the well-populated orchestra section and thus does not encroach on the majority of patrons' enjoyment of the performance, the fact nevertheless remains that the theatre can acquire a bad reputation from respected and law-abiding citizens.

In the first place, there is something sordid and forbidding about a place known to be a rendezvous for petters. Then too—and this is very important—parents will make every effort (if the situation reaches their ears) to prevent their daughters from attending a theatre where the possibility exists that they will be permitted to indulge in "necking."

It is also quite logical to presume that wayward husbands and/or wives might meet at the theatre at periodic intervals to pursue their love-making in the darkened balcony. Though an effort might be made to keep such meetings secret (such as one entering the theatre several minutes before the other), the practice is bound to be noticed by someone, becoming harmful gossip within a short time.

Balcony petting in many cases may be comparatively harmless, but this does not alter the fact that the practice can damage the theatre's reputation. The alert manager will see to it that the balcony and other sections of the house where petting might gain a foothold is well "policed" by a competent staff. The few patrons jarred from their amorous interludes are of little consequence compared to the damage to the theatre's reputation and the loss of disgruntled patrons.

Correctly Located Sand Urns Save Repair Costs

Holes in the carpet and floors of rest rooms and lounges littered with cigaret butts, indicate that the theatre has not provided a sufficient number of receptacles.

Sand urns should be located in the lobby, foyer, lounges and rest rooms. The amount spent on these items usually is well invested, saving repair charges on carpeting, cleaning stains from floors and possibly remodeling after a fire.

Tell the Manager

Sometimes the basis of a successful damage suit against a theatre has been built up because a seemingly trivial accident was not reported immediately to the theatre manager by the nearest house employe when the accident occurred. The entire staff should be told and told definitely, that each accident, no matter how small, MUST be reported to the manager within seconds after it happens.



The Brass Tacks of Efficient Picture Theatre Management

BUILD PROGRAMS FOR SHOW APPEAL

By Jack Jackson

The supreme test of a showman's "class" is his ability to put a program together that entertains people the way they like to be entertained. Here, therefore, is a discussion (by a man with the know-how) on ways and means of discovering the all important "audience pattern" and with that determined, the vital basic principles of selection of screen material for preparing a "dish" of entertainment that will send the customers away happy and determined to come back to your theatre for more of same.

Do you build your shows or just throw them together?

That may sound like a silly question to some followers of these articles but familiarity with buying and booking both from the distribution and exhibition viewpoint, coupled with a penchant for program perfection and constant observation of faulty show construction forces the conclusion that all too little time is being spent by the average manager in selecting screen material for proper balance and correct alignment in presentation schedule.

The wide variety of short subjects now available together with the broad range of story material and vividly imaginative scripting so prevalent in the feature mart, offers little excuse for any manager—except those caught in a product pocket—offering the public anything other than a perfectly balanced screen show.

Creating proper program balance is one of the most important—and probably one of the most neglected—elements in the formula of successful theatre operation. Complete knowledge of the technical properties and story content as well as stars and characters of available films is essential. This, coupled with a thorough understanding of the likes and dislikes of your customers and a modicum of common sense will enable any theatre manager to present an entertainment bill of fare that will rival the culinary accomplishments of the famous Oscar of the Waldorf. And, if the service and comfort facilities of your theatre are correct, those who partake of your entertainment fare can be depended upon to depart with that feeling of contented well-being which guarantees not only their return for future programs but a spreading of "praise propaganda" that sends new feet trekking to sweeten the take at your box-office.

Recreation as Necessary as Food and Sleep

Let's give a quick "look-see" at our business as it effects the lives of those who pay for the privilege of occupying our seats. Both science and medicine have decreed that recreation is as important to the well-being of the human race as is food and sleep. That makes our job kinda important and imposes a service analogous to that performed by the great chef. The fellow who lays the admission price on the cashier's slab is "show hungry" just as the chap at the restaurant counter or table is "food hungry." And, just as the chap in the restaurant wants salad, vegetables, meat, drink and desert to satisfy his food appetite, so does the theatre patron crave and expect variety in the entertainment fare served to satisfy his show appetite. We as theatre operators, just like the restaurant proprietors, succeed in building a steady clientele and prospering, in exact relation to our ability to satisfy—with quality, service and variety—the appetites of those who patronize our esablishments.

To bring this neglected matter of getting variety into our shows a little more forcibly to your attention, let me cite a couple of glaring instances.

I recently looked over an exhibition schedule calling for Abbott and Costello, Leon Errol and Bugs Bunny on one program and a few days later March of Time's "Occupied Germany," was coupled with a travelogue, newsreel and "China's Little Devils." I've seen schedules calling for color shorts to go with color features and so many other instances of product dissipation and monotonous subject presentation that I get to

(*Continued on Following Page*)

Perfectly Balanced Programs Key to Profits, Says Jackson

(*Continued from Preceding Page*)

wondering sometimes if the person responsible is not being guided by a Gypsy dream book and a Ouija board.

Of course I know that the item of cost must be considered and that the bulk buy of excess shorts sometimes puts a fellow in somewhat of a spot. But, it would be far better to pay for and shelve a reel than to spot it in a program where its content damages rather than emphasizes the enjoyment of the surrounding fare. I know of nothing that will pay better dividends at the box-office than a careful analysis of the available short subjects and their placement as balancing ingredients to feature film fare.

The short subject was created for the express purpose of providing variety for, and emphasizing the amusement quotient of, the feature film. Laying down any set rule for the building of motion picture programs is impossible as so much depends on the desires of respective theatre patronages.

Customer Pattern Exists

Study of the average theatre will invariably prove that a customer pattern exists and that the pattern moves in a regular recurring cycle. Once this cycle of attendance is determined, the proper assimilation of available shorts is easy. If the pattern shows that mystery films enjoy good attendance when played on certain days that's the place for the Disney's or musicals. If on other days the heavy drama is popular put it in a setting of Edgar Kennedy, Leon Errol or the 3 Stooges. When color features are available don't dissipate a color short. Save those glamor bits for the long black and white features where their eye-appeal will be both diverting and satisfying. Get your Fashion Views, Passing Parades and Travelogues on the screen when the ladies are present and don't try to dish them up to Roy Roger's fans. Balance the Abbott and Costellos and Bob Hopes with the Personoddities and drama content shorts like Superman and don't waste the monkey shines of Donald Duck on people whose sides are already sore from laughing. If the emotional content of your feature is heavy or sordid give it a setting of laugh subjects or fast band musicals, but where you have a musical romance feature box it with the matter-of-fact shorts and a cartoon.

By all means watch your running time and don't surfeit the patrons with too much show. If the feature is long send it off with a snappy cartoon and when you have a short feature spread yourself on the surrounding show and TELL THEM ABOUT IT. I recently issued orders to have one-frame trailers made on all of the leading short subject characters for comedy players have a following rivaling the most prominent Hollywood stars.

While on the subject of running time I'd like to suggest that—while it is not always possible—attention be paid to arranging the show-breaks to conform to peak patronage expectancy. Very often the addition of a short reel or the re-arranging of the exhibition schedule will allow for extension or contraction of schedule that will give you the maximum spill just when the biggest crowd is pressing for admittance. And, there's the ever-present problem of overtime to watch. In this connection avoid being "penny wise and pound foolish." Look over your previous box-office reports to determine possible patronage for near-closing hours before setting the feature start earlier than usual in order to avoid that extra hour for the operator. You may find—as I did once—that you are sacrificing tens to save ones.

That subject of cost probably deserves more consideration than the few lines written above. All of us are cursed with an uncontrollable overhead that is staggering and the problem of planning for the highest possible revenue expectancy at the lowest possible cost deserves priority rating. Your preferred time is, of course, sought after to the point of demand by every distributor and the fact that they are all making some mighty swell pictures right now makes the solution somewhat different. However, some time spent analyzing how the film was received in other situations comparable to your own will enable you to put up a swell argument in case the outlook is unfavorable in your case. A good argument, based on sound and fair reasoning, has gotten favorable action from no end of branch managers who will, if convinced of your fairness, re-allocate or revert—and sometimes substitute—pictures to lower brackets and to non-preferrable playing time. But don't try to "put one over" or to abuse whatever confidence the distributor may have in your honesty. If you do you can look for an atom bomb in your bank book when "that other time" that is always just around the corner happens along.

It will require a lot of study—and advance study, too—to get your exhibition releasing program in line with your business expectancy, house policy and picture commitments but it's time well spent and pays off handsomely. And don't overlook those little fellers. They are the spice that seasons the entertainment dish and determines whether the folks who left in the last "spill" are busy selling your show to other people down the street or at their homes.

Watch the cost; watch the running time; watch the variety; watch the alignment and watch the time schedule. Then, watch the steady upsweep on your profit chart.

Management Observation

One of the things that seldom happen in any well regulated theatre was observed just recently in a first run Broadway house in New York City when one of the house staff, noticing that something was wrong on one of the rear exit doors, sent for the house carpenter and then indulged in an audible conversation with him about how the door should be repaired.

The picture, of course, happened to be showing one of its dramatic moments when the voices first were heard. Patrons sitting near this observer began turning around to see what caused the noise which was interfering with their enjoyment of the film. This lasted about two minutes (it seemed nearer 10) when one irascible gent stood up, turned to the rear and shouted "For ——sake will you please cut out that racket!" and then mumbled for another few seconds.

The theatre attache seemed not only startled but cowed, as well he should have been. But this is just another example of ill-trained employes and reflects careless management that should not be tolerated in any theatre, much less a Broadway showcase.

Safe Ladders a MUST To Eliminate Accidents

Insurance company statistics indicate that an accident occurring often among theatre employes is occasioned by wobbly ladders, causing not only painful injury but inviting damage suits and the inevitably resulting increase in cost of compensation insurance.

While the ladder most widely used should be sturdy and well built, two should be provided with a substantial platform suspended between them to carry needed marquee letters and to permit the employe using the ladder such safety as can be provided by the use of a rail at about waist height.

Running Record of Print Inspections Advocated

Often the print damage charges levied against a theatre are the basis of much argument between manager, projectionist and the exchange to fix responsibility for the alleged damage.

By keeping an accurate record on the hour of receipt of a print, the condition on inspection, number of times the print is projected, splices, etc., this responsibility can be fixed and in addition it may reveal, by the type of film damage recorded, whether or not the projection machine itself has a defect not apparent except through the cause of damage.

Don't Touch

That most persons have an aversion to personal contact with strangers is just one of the reasons why the theatre staff, particularly the ushers, should be trained not to touch a patron under the delusion that this is required in directing them to seats.



The Kissingest Picture Ever Brought To The Screen!

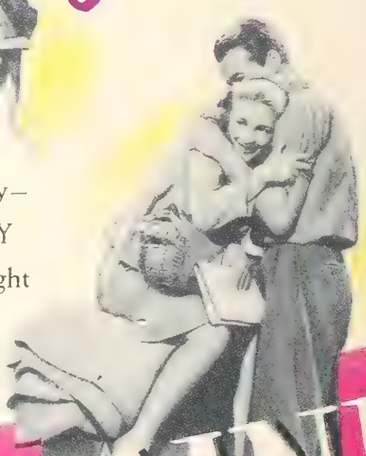


Hearts full of LOVE!
Hands full of TROUBLE!





Millions of young folks are living this story today—
the result of headlong matrimony...EVERYBODY
will laugh and cry with the girl and boy who thought
"I DO" meant only fun and fulfilment, but
learned it also meant bread and butter!



JOAN FONTAINE

IN

"From This Day Forward"

WITH MARK STEVENS · ROSEMARY DeCAMP · HENRY MORGAN · WALLY BROWN · ARLINE JUDGE



Produced by WILLIAM PEREIRA · Directed by JOHN BERRY · Screen Play by HUGO BUTLER

RKO RADIO PICTURES

JOHNNY ANGEL

...JUST ADD ANOTHER WINNER TO THE MONEY LIST FROM *RKO!*

THE SPANISH MAIN
in Technicolor

Rainbow Productions'
THE BELLS OF ST. MARY'S

SAMUEL GOLDWYN'S TECHNICOLOR
WONDER MAN

INTERNATIONAL PICTURES'
ALONG CAME JONES

WALT DISNEY'S
The Wonderful Adventures of
PINOCCHIO
IN TECHNICOLOR

CORNERED

THE SPIRAL STAIRCASE

DEADLINE AT DAWN

THEATRE MANAGEMENT

Detailed Theatre Inspection Advocated

Complete Survey Will Reveal Conditions and Avoid Possible Losses

The theatre manager who is absolutely sure that reasonable precautions have been taken to protect his theatre from the possibility of accident, fire and from deterioration due to neglect is a rare individual, indeed, particularly if he is honest with himself.

Readers of these columns have come across exhortations begging managers to do jobs which they should do in the normal course of events. And some may think, negatively, that what suits their superiors suits them. But they are wrong—thoroughly wrong! The information contained herein is designed not only to prod theatre men into action for their own protection but to enable them to actually manage their theatres to such a degree of near perfection that their abilities along these lines may be recognized by superiors to the extent that they will progress in their chosen fields, and incidentally to protect managers from the possible accidents and personal suits for damages that may result from neglect.

The best way to maintain a theatre is, primarily, to know it. And the best way to obtain a thorough acquaintance is to get on a pair of overalls, at least once, and go over every inch of the theatre in company with electricians, maintenance men or whoever is charged with responsibility to the manager for such maintenance.

Start at the Top

In making a maintenance tour of the theatre the following are some of the things that require checking from time to time, how often depending in the manager's judgment, on use, dependability, etc.

The glass in all skylights should be checked periodically. The automatic or other louvres, fan houses or ducts and every part of equipment that comes through the hanging ceiling also should be inspected often. Close inspection of the metal lathes and plastering might reveal a weak spot that could come crashing down during the height of a rush crowd. Plaster that looks suspicious from the floor should get an immediate inspection to make sure that it is tight and strong.

Following the hanging ceiling inspection, a check should be made in company with the electrician of the theatre or from an outside source, on all outlets, connection boxes to see that they are clean, that insulation has not rotted from dampness. The boxes themselves may have become corroded and in need of protective paint. The projection booth fuses, switches, panel boxes, generators, projector bases, lamp houses, spot lamps, dimmers, controls also should be gone over with the electrician and projectionist. This check should include lubrication requirements, too.

Make It Thorough

While the manager and his entourage are still way up near the theatre's top a check should be made of fire escape doors leading from there to the street level. A walk down the escapes will reveal whether or not the hand rails are in good condition, whether the outside exit lights are OK, whether the outside of the exit doors needs painting, etc. Toilets on the balcony level should be given a thorough going over to see if the flush valves work properly, if there are any leaks near the plumbing, if any odor is present. The odor of disinfectant is just as objectionable to some people as that of an unclean toilet. A clean toilet requires no chemicals to conceal odors. Make the inspection thorough. See that fixtures are tightly fastened, that there are no loose tiles in the floor or the walls. See that the doors work quietly and that the locks work freely. Check on the lighting. Is it adequate? Are there towel holders in place and are they kept filled at all times? These are small details—but they are most important to patrons who use theatre toilets.

Coming down from the balcony to the orchestra floor the stairs themselves can be given a going over. See that the carpeting or other covering is in good condition with no rips or tears or worn spots that might occasion suits for damages. If the manager sees well enough going down the stairs so that every step can be clearly outlined, there is sufficient light to prevent accident. The handrails also should be checked for safety. Now that the manager and his inspection crew have reached the orchestra, they can check the carpeting on the main floor, and while doing so can check every seat in the theatre to see that they are all secured firmly to the floor with no loose backs or arm rests. Most important is the check for rough or ragged edges to the seats that might cause damage to those slowly returning nylons. Any manager who has listened to the wrath of a woman who has torn her stocking on a theatre seat, knows exactly what is meant here. While going through this check another one can be carried on in an inspection of aisle lights to see if they are working and if they give sufficient light to guide patrons to seats, especially if patrons' eyes have not yet become accustomed to dim lights.

Is the orchestra pit an eye-sore or has it been decorated, or disguised with material, floral decorations, etc.? Has the organ console been checked recently enough so that in an emergency an organist can turn on the motor and deliver a program? The organ and all of its parts are valuable and may cost a fortune some day to rehabilitate if constant checking is not maintained. The drapes, stage curtains, rails around the orchestra pit should constantly be kept in usable condition, even if the theatre manager never expects to use them again in his time.

One other thing—look for an accumulation of gum on floors, seats, orchestra rails or anywhere else the casual or ill-mannered theatre patron may decide to deposit it.

The cleaning and occasional relamping of lighting coves and fixtures should be a constant source of checking for every theatre manager. For here is one of the things that is immediately apparent to theatregoers. A blacked-out lamp is an advertisement of neglect! The lighting in side brackets and coves should be adequate, with aisle lighting, to provide sufficient illumination for patrons to walk up and down theatre aisles without the danger of breaking their necks. The source of a large number of theatre damage suits is based on just this—insufficient inside illumination!

Another important subject entails fire extinguishers which should be polished and ready for use always. When were they last charged? Does every member of the theatre staff actually know how the extinguishers operate and have they seen a demonstration? These are checks that should make the delinquent manager squirm if he can bring himself to think of possible results of neglect along these lines. Are the standpipe cabinets or exposed pipes painted or polished regularly? If the local fire department has not been sufficiently educated or organized to make inspections of this equipment at regular intervals, it should not be taken for granted that the equipment is OK. The theatre manager should do it himself—not delegate it to anyone else unless his staff is sufficiently large that his assistant is a person of reliable character. And then he should check on his assistant! There is no equipment in a theatre more important than the fire prevention outfit!

If the theatre manager himself knows the location of the fire alarm box or boxes in the theatre, has he delegated authority to anyone beside himself to turn in an alarm in case of emergency? If not, he is derelict in his duty to his theatre and to his community!

During the war it often was impossible to install needed inter-communicating telephones between the lobby floor and the booth, between the booth and the manager's office, and between other key points in the theatre where immediate communication might become necessary in the event of emergency. The shortage of this equipment is almost entirely gone and it should be installed in every theatre in the country.

Watch Fuses

Another check that can save theatres from fire peril is on the fusing of every piece of electrical equipment to see that the wiring does not carry more than the load for which it has been installed. Any electrician can tell a manager that when a series of 20 amp. fuses in a box is called for in accordance with the wiring for that particular switch box, that if the fusing is increased to 30 amps. each the possibility of fire from overloading the wiring is increased in direct proportion to the increase in the amperage in the fuses. If necessary, the public utility company supplying electricity to a theatre will send an engineer to make a new check on the capacity of fuses and wiring, and in most cases they will do it without charge.

The location of front lighting switches, what each covers and when they should be turned on and off is knowledge that should be delegated to someone in the theatre. Also someone should be responsible for going to the electricity meter each night when all of the lights have been extinguished to check with a flashlight to see if the meter has stopped running. Theatre managers might be surprised at the amount of power and electricity leakage that could be eliminated if this check were to be established as a routine job. One such instance, discovered in the course of such a check, found the meter to be running and running fast. A check of the entire theatre brought to light the fact that an electrical heater in an organ loft, long forgotten by everyone concerned, was still turned on and that it had heated the organ dutifully every summer and winter and had been doing so for a period of five long years! All that money had gone down the drain when a simple routine check would have revealed it.

Start Thinking

A check-up article of this sort can continue for several more, nay *several hundred* pages more. But this is intended primarily to stimulate thinking among theatre managers whose myriad duties during the war have prevented them from doing the kind of thorough management job that they know is necessary to present the theatre for which they have been responsible in its best possible light to the public and to reduce repair bills and damage suits to a minimum. Other articles, covering different aspects of maintenance as applied to theatre management, will appear here regularly. In the meantime, it is an excellent idea to commence a practical check-up, started by an inch-by-inch tour of the theatre to discover its frailties.

HOLLYWOOD

STR West Coast Offices 6777 Hollywood Blvd. Hollywood 28, Calif. Telephone Hollywood 2055

CHECK-UP ON PRODUCT IN WORK

Nearly Forty Films Shooting at Seven Studios as Already Increased Production Pace Gains Speed; Activity Low at PRC, Monogram, United Artists

UNITED ARTISTS Low on Current Production, But Several Pictures Completed; More Films Ready to Go Soon—UA has one picture shooting at the present time, "The Bachelor's Daughters," Andrew Stone Production, which has been rolling at the Hal Roach lot, but returns soon to General Service studios for completion. Charles R. Rogers completed "Angel on My Shoulder" this week. Another UA film that finished this week was "Mr. Ace," formerly called "Mr. Ace and the Queen," a Tivoli Production produced by Benedict Bogeaus.

Hedy LaMarr and Hunt Stromberg are readying "Dishonored Lady" following the completion last week of their first venture together, "The Strange Woman."

Comet Pictures, with Buddy Rogers and Ralph Cohn at the helm, are set to go on "Little Iodine," their first release for UA. Eve Whitney was inked to a contract and will appear as the romantic lead, while Jo Ann Marlowe will play the title role. The picture is scheduled to roll April 8 at the Morey-Sutherland studios, site of the first Paramount studio.

Seymour Nebenzal made a deal with Joan Leslie to star in "The Chase" opposite Bob Cummings. Miss Leslie won her release from Warners. Arthur Ripley will direct this Nero Production.

Benedict Bogeaus starts "The Short Happy Life of Francis Macomber" next week, with Casey Robinson and Bogeaus producing.

This week saw the completion of final scenes for David O. Selznick's "Duel in the Sun," which involved added footage for Jennifer Jones, Joseph Cotten, Joan Tetzell and Scott McKay. William Dieterle directed. Dieterle is the third director on the film, the others being Otto Brower, who died, and King Vidor, who resigned.

In two weeks, the Loew-Lewin Production, "Bel Ami," is set to roll. The cast includes, so far, Angela Lansbury, George Sanders and Ann Dvorak.

* * *

PARAMOUNT Going Strong, With Six Pictures Currently Rolling; Bop Hope Film Gets Under Way—This studio is keeping its sets humming these days, with production activity at a high peak. With the start of the new Bob Hope film, "Where There's Life," Paramount has six pictures in work.

"O.S.S.," which has just about everybody from Washington who was in that branch as technical advisers, is now in its 51st day before the lenses. This week saw the appearance of Cols. O. C. Doering, Jr. and Richard Heppner to watch a rough cut of the picture and confer with Harry Tugend, executive superviser of the picture. The officers will then report their findings to Maj. W. J. Donovan, former head of O.S.S.

Pine-Thomas' production, "Seven Were Saved," finished its second week. These independent producers claim that their current effort represents their largest budget to date.

"Suddenly It's Spring" moves into its second month; "Welcome Stranger," Bing Crosby starrer, start sits fourth week; and "Perils of Pauline" hits a snag after three weeks of shooting. With Betty Hutton sick, the film was suspended until she recovers.

Hal Wallis Productions signed Burt Lancaster to a contract. Lancaster, just released from service, is scheduled to have the lead in Wallis' next, "Desert Town."

* * *

MONOGRAM Has Two Pictures Shooting; Several Completed Recently—With the start of "Bowery Bombshell" under the production guidance of Jan Grippo, Monogram has two films going. The other is an untitled "Cisco Kid" with Gilbert Roland. William Nigh directs.

Jimmy Wakely, the studio's Western star, is scheduled to start his next on April 8. Lee "Lasses" White appears with Wakely in the series. Wakely has an ambitious personal appearance tour set following completion of his next picture.

Roy Del Ruth has a crew in New York shooting background material for "It Happened on Fifth Avenue." Del Ruth's first picture for Monogram, this is scheduled for an extra-budget outlay.

This week found "Corpus Delicti," a Charlie Chan, finishing. Sidney Toler plays the title role. James S. Burkett produced. "Freddie Steps Out," a Teen-Age release, was completed last week by Producer Sam Katzman.

* * *

UNIVERSAL Maintains Excellent Production Tempo; New Picture Starts—Universal continues to do well on the production front, with five films before the lensmen. One picture finished this week, but another began. The completed film was "Kelly Is My Name," with Phil Terry, Ann Savage and others. The new picture is "Claude's Wife," being produced by Morgan B. Cox, who has established a reputation as a serial-maker. Lewis Collins directs.

"Fandango," the Technicolor version of Rimsky-Korsakoff's life, moves into its tenth week. The picture features Yvonne DeCarlo, Brian Donlevy, Eve Arden and others. "Lover Come Back," formerly called "Lessons in Love," is in its 32nd day, with Howard Benedict serving as executive producer. Vera Zorina finished her role in the picture last week, leaving George Brent and Lucille Ball to complete several more scenes. Abbott and Costello's "The Ghost Steps Out" is in its eighth week, and "The Runaround" is in its third.

Scheduled to shoot next month are "Stop, Look and Whistle" and "The Killers," which Mark Hellinger is doing independently for Universal release. Hellinger has set Burt Lancaster, borrowed from Hal Wallis, for the lead.

The screenplay is being written and arrangements being made for the musical comedy, "Cuban Pete." Veteran writer Sam Hellman is doing a polish job on "White Tie and Tails" for Howard Benedict, to co-star Charles Korvin and William Bendix.

* * *

PRC Has One Picture Rolling; Physical Expansion Program Continues on Studios—

(*Continued on Page* 34)



TALK THINGS OVER. Trem Carr, director of production, and Producer Frank King who, with brother Maury, made "Suspense" for Monogram, talk things over at a party which followed the press preview for the studio's first million-dollar production which stars Belita, Barry Sullivan, Bonita Granville, Albert Dekker and Eugene Pallette.

Korda Buys Rights to 'The King's General'

Purchase of the film rights of Daphne DuMaurier's best-selling novel, "The King's General," was announced this week by Sir Alexander Korda who plans to produce the story in Technicolor in the spring of 1947 as nearly as possible in its original settings on the Cornish coast, with interiors at his Worton Hall studios in London. Korda may also direct. Stars will be drawn from England and Hollywood's best talent.

Following telephone and cable negotiations between Korda in Hollywood and Miss DuMaurier in Cornwall, England, a price of "nearly 100,000 pounds" was agreed upon, with the author participating in the film's profits. A Literary Guild selection, "The King's General" has topped the nation's best-selling lists with an average daily sale of 4,000 copies, with more than 1,000,000 copies in circulation a month after its January 3rd publication date.

Burton to Monogram

Bernard W. Burton, former Universal producer, has been signed as associate producer on Monogram's second Joe Palooka film based on the Ham Fisher comic strip. Series is produced by Hal. E. Chester.

To Use New Camera

The first new blimpless-type Mitchell motion picture camera manufactured since the start of the war has been obtained by Benedict Bogeaus and Casey Robinson for use on their production, "The Short Happy Life of Francis Macomber."

Clurman's Debut

Broadway's Harry Clurman will make his debut as a screen director soon with RKO's "Deadline at Dawn," screenplay for which was written by another Broadwayite, Clifford Odets.

HOLLYWOOD

Jerrold Brandt Plans Cavalcade of Radio

Jerrold T. Brandt, young independent producer recently discharged from the Navy, has announced plans for a two and a half million-dollar production, tentatively titled "Magic in the Air," which will be an authentic cavalcade of radio, combining for the first time the documentary technique as a backdrop for an original love story with music.

Brandt will shortly announce the releasing company, and cast and production will be in early fall. All major radio networks have offered full cooperation in all research problems.

Anne Revere Set For 'Razor's Edge'

Anne Revere, who won the Academy Award for the best supporting actress of 1945 has been selected by 20th Century-Fox to play the role of "Miss Keith" in the motion picture version of W. Somerset Maugham's "The Razor's Edge." Fritz Kortner will play "Kosti" in the same film and Lucile Watson has also been cast in an important role. The cast to date includes Tyrone Power, Gene Tierney, Herbert Marshall, Clifton Webb and Pati Behrs. Edmund Goulding is directing the Darryl F. Zanuck production.

Mrs. Showman Goes Studio Strolling

Dear Mr. Exhibitor's Wife:

"The International picture, 'The Dark Mirror,' which stars Olivia de Havilland and Lew Ayres, is now in production. Your personal visits are most welcome."

So reads the official announcement. That's the place for our next visit, so I've made arrangements for us to get on the set. I'm sure many of you would be delighted to see Olivia again. And you Lew Ayres fans will be glad to welcome back your favorite, who has been in the Army for the last four years.

Story is a psychological drama about twin sisters who become involved in a murder, with Olivia playing a dual role and Ayres playing the psychiatrist who tries to unravel the mystery surrounding her. And in a part that will get original and expert handling is Thomas Mitchell as the police inspector.

Direction is under the masterful hand of Robert Siodmak, who has proved his ability at handling this type of picture; and Nunnally Johnson is responsible for the script. All of which makes one feel quite enthusiastic about what the result will be.

Today's set turns out to be the living room of an apartment. This is where Olivia and her sister live. It is just an ordinary room, the kind that a working girl can afford.

We find Olivia and Mitchell seated in front of the fireplace, facing each other. She has on a maroon colored bathrobe, which she must have slipped on over a blue nightgown when she went to answer the doorbell, and her hair is tied back with a ribbon. (She looks more like one of us now, than like the glamor girl we're accustomed to seeing.)

They're going to shoot a split-second shot. Which means, in the vernacular, half now and half later. The reason for this is evident, for Olivia must appear also at the other end of the room, where her twin sister is supposed to be. She is in on this conversation, too.

It is a very difficult scene, for the timing must be accurate and Siodmak is a stickler for this. And several other repeats are necessary to dispose of the cigaret Olivia keeps lighting, and once because Mitchell fluffs a line.

It is finally finished, however, which leaves us free to wander around looking for Ayres' dressing room. We spend quite some time visiting with him; then call on Olivia and from her place stop in to say hello to Mitchell.

On our way back we meet Siodmak who has been busy all this time discussing the forthcoming scene with the crew.

See you soon.

Ann Lewis

STUDIO NEWS & PROGRAM NOTES

RKO to Produce 'Trail Street' with Randolph Scott; Beery Dons Salvation Army Uniform for Next Film

William Beaudine will direct "Jumpin' Joe," next Monogram feature to be put on the production schedule of Lindsley Parsons.

Willie Best was cast in a featured comedy role in Paramount's "Suddenly It's Spring," playing a porter in a train sequence with Fred MacMurray, Paulette Goddard and Macdonald Carey. Claude Binyon produces the film, with Mitchell Leisen directing.

Philip Reed has been set for one of the top roles in Republic's "Rendezvous with Annie," Eddie Albert starrer which Allan Dwan is producing and directing. James Kirkland and Gertrude Astor have been signed for important roles.

"Trail Street," novel by William Corcoran, has been purchased by RKO and will be filmed as a big-scale outdoor drama with Randolph Scott in the stellar role. Nat Holt will produce with Jack J. Gross as executive producer.

Michael Chekhov has been signed for the role of the Jewish father in "Abie's Irish Rose," which Eddie Sutherland will produce and direct for Bing Crosby Productions.

Raymond Walburn was signed by Writer-Producers Michael Fessier and Ernest Pagano for a role in Universal's "Lesson in Love," which William Seiter is directing. George Brent, Lucille Ball and Vera Zorina are starred.

Wallace Beery goes into a Salvation Army uniform in "The Mighty McGurk," soon to go before the cameras at MGM. Picture is initial producing venture of Writer Nat Perrin.

Director Alexander Hall has started Technicolor tests at Columbia of 20 girls to play goddesses in the musical fantasy, "Down to Earth." Girls are wanted to appear as the Greek Muses, sisters to Terpsichore who will be portrayed by Rita Hayworth.

Heroes, villains and comics of the silent screen have been signed by Paramount to re-enact their early-day performances for "Perils of Pauline," Technicolor film based on the life of Pearl White, in which Betty Hutton and John Lund are starring. In the group of old-timers are Paul Panzer, Creighton Hale, Chester Conklin, Francis McDonald, William Farnum and Snub Pollard.

James Dunn, Academy Award winner, has been given the male lead in Alfred Santell's Republic production, "That Brennan Girl," and Mona Freeman has been borrowed from Paramount for the title role. Santell will both produce and direct.

Benedict Bogeaus and Casey Robinson announced that they have signed Joan Bennett for the feminine lead in their forthcoming "The Short Happy Life of Francis Macomber," screen adaptation of the short story by Ernest Hemingway. Miss Bennett, borrowed from Walter Wanger Productions for the role, will play opposite two leading men, Gregory Peck and Robert Preston. Zoltan Korda will direct.

Rhys Williams has been given an important role in MGM's "Tenth Avenue Angel," being directed by Roy Rowland. Cast includes Margaret O'Brien, George Murphy, Angela Lansbury and Phyllis Thaxter.

As a result of his performance in "Gilda," Rita Hayworth starrer, Stevan Geray has been signed to a long-term contract by Columbia. He has also completed another picture there, "So Dark the Night," now awaiting release.

"The Great Elmer," an original radio script by Caryl Coleman, has been set as the next Al Pearce starrer at Republic and Armand Schaefer has been assigned to produce.

Regina Wallace and Larry Olson were selected for key roles in the United States Picture, "Cloak and Dagger," starring Gary Cooper, Lilli Palmer and Robert Alda. The film is now in production at Warners with Fritz Lang directing.

Ward Bond has been signed to play Henry Fonda's brother in the 20th-Fox picture, "My Darling Clementine."

Lambert Signed

Edward P. Lambert, who last week was named costume director of Enterprise Productions, has started assembling a staff to work on the two multi-million-dollar David Lewis productions, "Arch of Triumph" and "The Other Love," and the two Harry Sherman productions, "Ramrod" and "The Fugitive."

Lionel Banks has also been signed as supervising art director.

Lina Romay Cast

Lina Romay, daughter of Porfirio A. Romay, an attache of the Mexican government, will play Franchot Tone's aristocratic sweetheart in RKO Radio's "Honeymoon." Before coming to films, Miss Romay was chief vocalist in Xavier Cugat's orchestra. She is under contract to MGM.

Plan Amazon Film

George Breakston and York Copeland, both ex-Army photographers, have been assigned by PRC to film an adventure story based on a supposedly lost civilization in the heart of the unexplored Amazon country of Brazil. Titled "Two Yanks on the Amazon," the entire picture will be filmed in Brazil.

To Drop Fright Wig

Marking a change of pace and face, Boris Karloff will play a dramatic role, that of Dr. Hollingshead, in James Thurber's "The Secret Life of Walter Mitty," Danny Kaye starring vehicle which Samuel Goldwyn will produce.

Two to Universal

Leonard Hammond, recently discharged from the United States Army Signal Corps, has been signed as a producer by Universal. The company has also signed Robert B. McIntyre to succeed Robert Speers as casting director.

Scores 'Avalanche'

Lud Gluskin, CBS western music chief, has been signed to write the original score for PRC's Pat Di Cicco production, "Avalanche," which will star Bruce Cabot. Irving Allen is director of the film.

HOLLYWOOD

CHECK-UP ON PRODUCT IN WORK

(Continued from Page 32)

PRC started "Queen of Burlesque" last week, with Alexander-Stern Productions handling the film.

The company, while quiet on the production front, is busy constructing its studios. A new cutting building is being readied, with three frame structures razed last week. This is the second unit to go up in PRC's expansion program. The two-story edifice being built now is of steel and concrete and will contain 20 cutting rooms, as well as offices for the department employes.

* * *

WARNER BROS. Delays Shooting on Two Big Ones; Has Five Pictures Before the Cameras—Last week's announcements from Warners indicated that seven pictures were rolling at Burbank, but because of unexplained circumstances, two of the seven announced did not get under way. They are "Stallion Road" and "Life With Father." Both pictures are due to start shortly, however, and may be in actual production by the time this column appears in print. Even with five films going, though, the studio is doing much better than in former months as far as production activity is concerned.

"Stallion Road," originally scheduled to begin March 18, is to be directed by James Kern, and star Humphrey Bogart, Lauren Bacall and Ronald Reagan. Cast of "Life With Father," to be produced by Robert Buckner, has not been set officially.

Oldest picture on the lot from a shooting standpoint is "Humoresque," which is in its 93rd day. Jerry Wald produces and Jean Negulesco directs a cast headed by Joan Crawford and John Garfield. "The Sentence," starring Ann Sheridan, is in its third month, and "A Very Rich Man," featuring Sydney Greenstreet, is in its seventh week. Recent starters are "Cloak and Dagger," a United States Pictures production starring Gary Cooper and "Cheyenne," which Buckner is currently producing, starring Dennis Morgan, Jane Wyman and Bruce Bennett.

* * *

TWENTIETH CENTURY-FOX — Has Five Films Rolling, One Set to Go Next Week—This studio is still active on production, with one film finishing and another one ready to go. Five pictures are currently before the lenses, including the two biggest productions of the year for the Zanuck forces. "Forever Amber," with British Peggy Cummins in the lead role, moves into its 19th day. Darryl F. Zanuck is personally producing "The Razor's Edge," from Somerset Maugham's book, which is starting its second week.

Scheduled to roll in April is "My Darling Clementine," a glorified Western, with Linda Darnell and a large cast. Just finished is Sol. M. Wurtzel's second independently produced picture for 20th-Fox release, "Deadline for Murder."

Still going are "Margie," Technicolor musical; "Claudia and David," starring Dorothy McGuire; and "Home Sweet Homicide," with Peggy Ann Garner, Lynn Bari and Randy Scott.

* * *

REPUBLIC Starts New Serial; Also Has Three Features Shooting, Including a New Roy Rogers—This week saw Republic start a new serial, "The Crimson Ghost," with Linda Stirling and Charles Quigley. Ron Davidson produces.

Roy Rogers has started his latest musical Western "Under Nevada Skies." Edward J. White is producing.

Other pictures currently before the cameras are "Earl Carroll's Sketchbook," now in its fourth week and "Rendezvous With Annie," just finishing its third week. "Traffic in Crime," starring Kane Richmond and Adele Mara, finished last week, and "Red River Renegades," Sunset Carson Western, ended last week.

A group of Republic personalities announced purchase of 13,000 acres of land between Palm Springs and Twenty-Nine Palms for use as a studio location site and resort. Dick Curtis, Western villain-type actor, is manager of the project.

Within the next ten days, Producer-Director Joseph Kane will put "The Plainsman and the Lady" before the lenses. William Elliott, Vera Hruba Ralston, Joseph Schildkraut and Donald Barry are in the cast.

* * *

RKO RADIO Maintains Sharp Production Pace; Goldwyn Release in Question—This studio finished several pictures this week and began several to balance the ouptut. Added scenes were shot on "Desirable Woman," which is now completed to all intents and purposes. "A Likely Story" also wound up final shooting and Walt Disney finished his "Make Mine Music," which is set for a large exploitation campaign.

Most recent starters are an untitled Dick Tracy and "Honeymoon." The second in the Tracy series, based on the popular comic strip, got under way 10 days ago. Morgan Conway plays Tracy. Herman Schlom produces and Gordon Douglas directs. "Honeymoon," starring Shirley Temple, Guy Madison, Franchot Tone and Lina Romay, unfurled one day before the Tracy film.

"Sinbad the Sailor," RKO's Technicolor spectacle, rolls into its fifth week. "Criminal Court," Martin Mooney's initial effort for the studio, is in its fourth week. "What Nancy Wanted" is just finishing the third week.

Currently a big question mark at RKO is Samuel Goldwyn's pictures. Press stories recently carried articles to the effect that Goldwyn's last release for RKO was "The Kid From Brooklyn," and that the next films he makes will be released elsewhere. On Monday Goldwyn is scheduled to start "The Best Years of Our Lives" and Danny Kaye's "The Secret Life of Walter Mitty." Goldwyn officials, when queried would nether confirm nor deny the veracity of the recent press stories.



EXPLAINS. Frederick L. Ehrman (left), a director of the Radio-Keith-Orpheum Corp., listens intently as Douglas Fairbanks, Jr., explains a problem in the filming of the new RKO Radio Technicolor production, "Sinbad the Sailor," in which Fairbanks is co-starring with Maureen O'Hara and Walter Slezak. Scene was a studio luncheon for directors of the Atlas and RKO Corps.

* * *

INTERNATIONAL Winds Up 'Mirror'; 'Bella Donna' Set Next—International, which will soon move into its new studios at Universal City, winds up "The Dark Mirror" April 1. The picture, which stars Olivia deHavilland, Lew Ayres and Thomas Mitchell, will be the first International release through United-World, a British-American setup.

April 15 is the starting date for "Bella Donna," next on the schedule. Edward Small will produce.

* * *

ENTERPRISE Builds Hollywood's First Postwar Non-Priority Sound Stage; McCrea Ready to Go in 'Ramrod'—Enterprise is making progress on its non-priority sound stage, the first of its kind in Hollywood since the end of the war. The new stage, to cost $200,000, will be built from non-priority and reclaimed building material. Plans call for its completion in 60 days. The new stage will include electric eye doors, air conditioning, built-in sound channels and other recent developments. Enterprise will be able to shoot as many as three films concurrently.

First on the huge million-dollar program is "Ramrod," starring Joel McCrea, which is set to roll in two weeks. Harry Sherman produces.

* * *

COLUMBIA—Has Busy Shooting Schedule, With Three Set to Roll This Week—This studio has emerged from its production doldrums and is busier than in some time past. March 25 saw "Down to Earth" starting, and also "The Coffin" and "Blondie Knows Best." These three, with "Gallant Journey" and "The Return of Rusty" make a total of five. This does not include "The Jolson Story," which after more than four-and-a-half months before the cameras, may be assumed to have finished, except for minor or last-minute revisions. Another one now completed is "Power of Attorney," which had a brief shooting run.

"Down to Earth," being produced by Don Hartman, is a Technicolor musical with Rita Hayworth, Alexander Hall directs. "The Coffin," third in the "I Love a Mystery" series, features Karen Morley, Jim Bannon and others. Wallace MacDonald produces and Henry Levin directs.

"Rio," another big musical Columbia plans for imminent production, is in rehearsal, with star Ann Miller setting up her numerous dance routines.

* * *

METRO-GOLDWYN-MAYER Has Six Films Rolling, With One Likely to Start—MGM is at normal production pace these days. Six films are going and "A Woman of My Own," to star Greer Garson and Robert Montgomery, may start soon.

"Fiesta," starring Esther Williams, is ending its third month of shooting, having been in Mexico for some time. Richard Thorpe directs. "Till the Clouds Roll By," which has been before the cameras since January 24, is still going, with Arthur Freed producing and Richard Whorf directing. "You Were There," Robert Taylor-Katherine Hepburn starrer, starts its third month before the lenses next week. "The Showoff," starring Red Skelton, Marilyn Maxwell and Marjorie Main, has been shooting almost two months.

Comparatively recent starters are "Tenth Avenue Angel," with Margaret O'Brien and George Murphy, and "My Brother Who Talked to Horses," starring little Butch Jenkins. Latest addition to this cast is Charlie Ruggles.

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PORTLAND

Theatres throughout the Multnomah, Columbia and Washington county areas are suffering an estimated 20-30 per cent slump due to 39,000 unemployed, and another 50,000 walking because of a transit strike in Tacoma.

F. D. Nessel is general manager of Midstate Amusement Co., succeeding Roy Churchill, who resigned to return to California. Former Walla Walla City Manager Edward J. Hickey takes over Nessel's work, and Everett Sorenson, of Illinois, replaces Hickey in Walla Walla.

C. O. Ransdell is the new assistant to Seattle Branch Manager Victor E. Hunt, of the Poppers Supply Co.

Victor Adams, assistant to Charles Skouras in the Red Cross Drive, visited Portland to confer with Albert Fink, of Evergreen, Mark Cory, RKO Radio, and "Banjo" Miller, representing Oregon independents.

Paul Stevens is now manager of Evergreen's Orpheum, replacing J. Utigard, who resigned.

Bob Anderson returned to the Evergreen staff as Oriental Theatre manager, Portland, after three years in the CBI theatre.

After his several years in war work, Jimmy O'Connell returned to Seattle as Evergreen Theatres purchasing agent. Harold Wyatt is filling his former spot as Eugene, Ore., city manager.

The Rex Theatre, Shohone, Ida., being entirely remodeled by Manager G. M. Wilson, will have a "crying room" for babies.

Hobard Burns, Lewiston, Idaho motion picture operator, will represent the Local at Chicago, July 22.

Mrs. Pierre, wife of Western Theatre Equipment Co. Seattle Branch Manager L. A. Pierre, is recovering from her recent illness.

Don Lowery, recent addition to the staff of the Queen Anne Theatre, Seattle, is the brother of screen star Robert Lowery.

John and Mrs. Danz, of Sterling Theatres, left for a vacation in Arizona and California.

New officers of the 20th Century-Fox Family Club are Cecil Estill, president, Dorothy Brekke, vice-president, Margaret Gustafson, secretary, and Eve Rubenfeld, treasurer.

Twentieth Century-Fox Portland Manager Charles Powers is putting on an early spring preview of "Johnny Comes Flying Home."

Fox Theatre, Spokane, Manager Oscar Nyberg is in the hospital with pneumonia.

Blue prints for the first motion picture house in Bothell, Wash., have been temporarily shelved.

Gene Autry and associates have ordered the trapping of "Rainbow," great red wild stallion, roaming the mountains near Vale, Ore.

J. E. Jones, Roswell, N. M., is buying a half interest in the Liberty, State and Granada theatres, LaGrande, Ore., from J. Donald Meyers, owner for the past 30 years.

Sterling Theatres' Jack Lovett, Seattle, is in Portland on a business trip.

CLEVELAND

With bad weather playing havoc with airline schedules, many local film people failed to get to Detroit for the testimonial dinner in honor of the triple promotion of Jack Goldhar, Moe Dudelson and Sid Bowman, all of United Artists. John Urbansky, Sr., of Associated Circuit, John, Jr., and Bernard Ruben of Imperial Pictures, had their plane by-pass Detroit for Flint, then had their cab break down on the way from Flint to Detroit. Arriving in Detroit they had time only to grab a bowl of soup and a sandwich and hop a bus back to Cleveland, the only transportation available. Washington Circuit General Manager M. B. Horwitz flew over Detroit, on to Lansing, and then, on the plane he caught at Lansing, was carried right back to Cleveland, because it wouldn't stop at Detroit. The only Cleveland representative was Circle Theatre Manager Mannie Stutz.

Sol Gordon has resigned the Paramount booking department to work with the Schine circuit and reports to its Gloversville office as a student manager.

United Artists Branch Manager William S. Shartin has been appointed chairman of the local War Activities Committee, succeeding Universal Branch Manager Leroy Brauer, who completed his term of office.

The Mu-Wa-Tu Theatre, Coshocton, opened by Owner Carl Bachert last week, has a new name, the Star.

Arthur Jeffreys of International Pictures was in town last week. "Tomorrow is Forever" is his current interest.

Loew's Theatre Publicity Director Ed Fisher has a new secretary, Melvin Mercer, formerly connected with the *Press*. Laura Sloan, former secretary, resigned because of poor health.

MGM Auditor Charles School, onetime member of the MGM Cleveland exchange, now back at his auditing job after his military service, was a recent visitor.

Film Row visitors included Walter Steuve, Findlay exhibitor, and Jack Armstrong, Bowling Green showman.

Altec Representative Charles Bosworth was a visitor last week.

Monogram Franchise Owner Nate Schultz is aiming to climb from second to first place by the time the current Steve Broidy sales drive ends May 31.

Columbia Branch Manager Lester Zucker reports "The Bandit of Sherwood Forest," now in its third week here and going strong, is doing as well throughout the area.

Universal's British-made "The Seventh Veil" is in its third week at two theatres simultaneously, the Lower Mall, Community Circuit downtown house, and the Alhambra, an independent house operated by Martin Printz and associates.

NEW ORLEANS

Ralph Dubberly, of Colorado Springs, Colo., met his death when a plane in which he was accompanying D. M. Alexander, vice-president in charge of production of the Alexander Film Co., Colorado Springs, and M. J. McInaney, vice-president in charge of sales of the same outfit crashed into Lake Pontchartrain, Saturday, March 16. McInaney received lacerations about the head and other minor injuries, and Alexander and the pilot were shaken up but uninjured. The group, in a twin-engined company plane, were enroute here from Dallas, Texas, to attend a motion picture advertiser's meeting.

The Delta, recently opened, is definitely a new postwar streamlined theatre palace. Equipped with the latest RCA sound, it is the first house in the South to have a crying room for babies, with full view of the screen to avoid any interruption of the show for mothers or nurses.

William T. Keith, of Dallas, Texas, has been assigned to the region as United Artists salesman, replacing Charles Lamantia, who now operates his own theatre, the Ritz, Hammond, La.

Film Row shoppers were J. C. Philien, of the new Carver Theatre, Pritchard, Ala.; Claude Keller, Eunice, La.; C. W. McGill, manager of the Deluxe Theatre, Slidell, La.; and Mr. and Mrs. Bill Terrell.

T. E. Helmes, Bruce, Miss., announced that he anticipated the opening of his new theatre there in mid-April, construction of which has been delayed awaiting the arrival of seats.

A new drive-in theatre, scheduled to open early in August, is under construction one mile north of Amite, La.

Mr. and Mrs. Rene Brunet, Sr., took a trip to Jacksonville, Fla., to visit their son, Malcolm, stationed on an aircraft carrier.

Sgt. Florence Baudreux, cousin of the Auslets, of Dixie Films, Inc., is spending a 15-day furlough here.

Altec Service Corp. Sound Engineer Fred Ballam advised that he installed new sound equipment in the Joy Theatre, Welsh, La., recently. Hodges Theatre Supply Co., furnished the equipment.

INDIANAPOLIS

RKO Exchange Operations Head A. A. Schubart is in the city attending a meeting of union officials and exchange representatives to determine new wage scales for shippers, inspectresses and poster clerks.

The Associated Theatre Owners of Indiana, Inc., will hold its summer convention at the Spink Wawasee Hotel, Lake Wawasee, June 25-27.

D. W. Bennett has taken over the Rex Theatre, Terre Haute, formerly operated by C. H. Jeffries.

Twentieth Century-Fox Home Office Representative Louis Lichtenstein is checking the local branch.

Pauline Dolan, 20th Century-Fox cashier department, resigned to become a housewife.

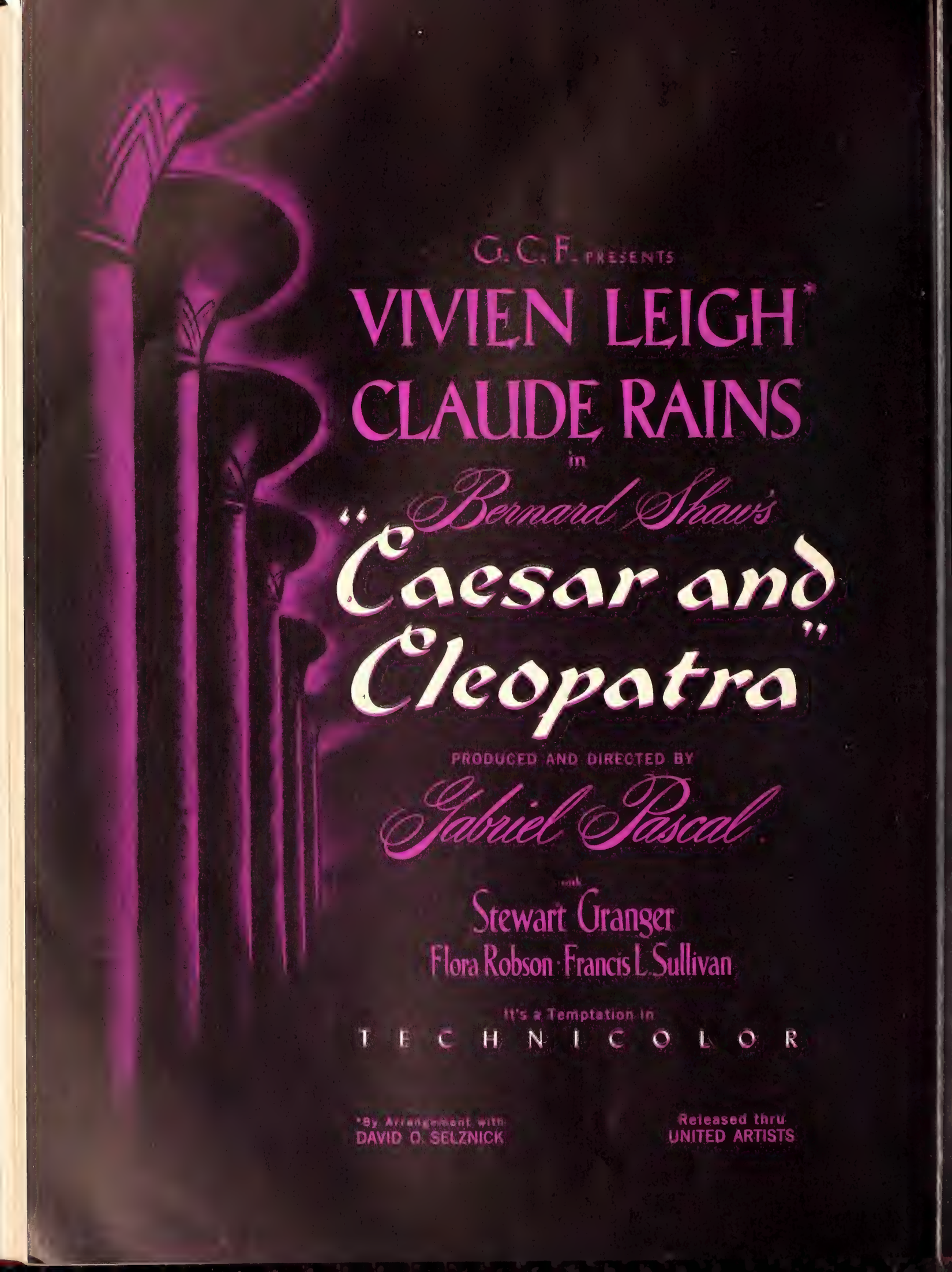
Denzel King, resident of English, Ind., will reopen the long closed Rio Theatre, Oolitic, a 300-seater.

Joe Reiss, recently discharged, has assumed his duties in the booking department of the Reiss Circuit, Louisville, Ky.

National Theatre Manager Harold Janecky, Louisville, Ky., is back at his desk after two weeks in the east.

The State Theatre, Windfall, formerly known

(Continued on Page 38)


G. C. F. PRESENTS
VIVIEN LEIGH*
CLAUDE RAINS
in
"Bernard Shaw's
"Caesar and Cleopatra"
PRODUCED AND DIRECTED BY
Gabriel Pascal
with
Stewart Granger
Flora Robson · Francis L. Sullivan
It's a Temptation in
TECHNICOLOR
*By Arrangement with
DAVID O. SELZNICK
Released thru
UNITED ARTISTS

It's in!

THE FIRST PRINT OF "CAESAR AND CLEOPATRA" HAS ARRIVED FROM ENGLAND AND HAS BEEN SCREENED BY UNITED ARTISTS TO THE MOST ENTHUSIASTIC EXECUTIVE REACTION IN COMPANY HISTORY! YES, IT'S IN...FOR THE BIGGEST CAMPAIGN, THE BIGGEST BUSINESS AND THE BIGGEST AUDIENCE ACCLAIM EVER!

REGIONAL NEWSREEL

(Continued from Page 35)

as the Aron, has been acquired by Fletcher Brewer. Bus Miller of Marion, will do the buying and booking.

RKO Assistant Shipper Robert Anderson and Peggy Potter, cadet nurse, will be married on May 5.

Syl Grove, operator of the Capital and Shelby theatres, Louisville, Ky., has appointed Henry Davidson, Indianapolis, manager of both houses.

Seen along Film Row were Ike Sollers, Covington; Kenneth Law, Argos; D. D. Lee, Montezuma; W. T. Studebaker, Logansport; Bob Hudson, Richmond; Jack Cook and Bert Rayburn, Crawfordsville; James Ebinger, Albion; Harry Brant, Terre Haute; William Passan, Jasonville; K. H. Sink, Union City, and Joe Schilling, Connersville.

The Dixie Theatre, Claysburg, Ind., dark for many months, will be reopened under the ownership and management of Miles and McLean.

Former United Artists Office Manager Harry Hays is back on the road, replacing Al Blankenbaker, who resigned.

Circle Theatre Manager George Pappas has recovered from his illness.

Joe Holleran, back in civilian clothes, a former Loew's Theatre employe here, is now with Loew's State in St. Louis.

ATLANTA

The Atlanta Hilan, 800-seat North Side community house, dark for nearly a year, has been re-opened by its operators, Mion and Murray Theatre Co. The building was completely renovated inside and out, a new marquee erected, and new seats, air conditioning, projectors and sound equipment installed, with improvements totaling $58,000. Mrs. W. T. Murray will supervise the theatre personally and former University of Alabama football star Ed Maguire is the manager.

RKO Radio Exploitation Chief Terry Turner discloses that while en route from Hollywood he purchased $50,000 worth of ponies to give away as ballyhoo for "Badmen's Territory."

Twentieth Century-Fox Exploiteer Spence Pearce is home after a swing through his territory.

Universal Publicist Perry Spencer left for Miami where "So Goes My Love" opened a prerelease run simultaneously in three houses.

Film Row visitors were W. E. Griffin, Vienna Theatre, Vienna, Ga.; Capt. R. E. Hook, owner of the Hook circuit in Alabama; Stanley Rosenbaum, Muscle Shoals Amusement Co., Florence, Ala.; Hugh G. Martin, Martin Theatres, Columbus, Ga.; J. R. Long, Dixie Theatre, East Gadsden, Ala.; W. E. Farrar, mayor of Gordo, Ala., and Gordo Theatre owner; Charles W. Richelieu, Tarpon Theatre, Tarpon Springs, Fla.

Marinelle Smith, of the Theatrical Printing Co., has married Steven C. Hill.

Monogram Southern Exchanges President Arthur C. Bromberg is spending a few days with the Fred Wise circuit in Savannah.

Altec Southern Division Manager Henry Mooge has returned from a visit to the home office in New York.

W. A. Wallace, recently discharged from the Army, has organized a complete service for independent exhibitors called the Independent Exhibitors Booking Agency.

RKO Radio's new exchange on Luckie St. should be ready for occupancy by early autumn.

Many friends of R. J. (Happ) Barnes along Film Row are planning to fly to Montgomery, Ala., next month for the opening of his new Drive-In Theatre, which will accommodate 520 vehicles. Barnes was a film salesman here for many years.



SUCCESSOR. A. E. Lichtman (right), shakes hands with his successor and new head of the 25-theatre Lichtman chain, Harry Freedman. Ceremonies took place at a special broadcast from the Lincoln Theatre, Washington, D. C., piped into seven other Lichtman houses, when Lichtman and Freedman spoke to the chain's 500 employes.



AT "RODEO" PREMIERE. Harry Gold, personal representative of Howard Hughes; Edith Lindeman, drama critic of the Richmond Times-Dispatch, and George Peters, manager of Loew's Theatre, Richmond, at the dinner party for Richmond college girls and wounded war veterans from McGuire General Hospital, who participated in the "Outlaw" rodeo held in connection with the premiere of United Artist's "The Outlaw" in the Virginia capital.

MILWAUKEE

With plans approved by state authorities, a new theatre is to be built at Coleman, Wis. The architects are Foeller, Schober, Stafford and Jahn, of Green Bay.

V. O. Fuller has been elected president of the newly organized Wonewoc Theatres, Inc., Wonewoc, Wis., at a stockholders meeting held recently. Other officers are E. G. Lawsha, vice-president, Carl Herrwig, secretary, and Dr. B. E. Baley treasurer. There are 233 shares of stock and 203 stockholders attended the meeting. The state securities department has not yet authorized the new stock and neither has the site for the new theatre nor the opening date been determined.

New manager at Milwaukee's Alhambra Theatre is Walden Ryan, who comes from Sheboygan where he was manager of the Rex for three years. H. W. Schneewis is the assistant manager.

Gallagher Film Service, Green Bay and Milwaukee, reports the sale of additional equipment to the Michigan States Prison, Marquette. This is a 16-mm. DeVry, and makes the third outfit of that make at the prison, the other two being 35-mm. The prisoners bought the projection equipment out of their own money as they have a fund of $45,000, made up of prisoner contributions for the purpose of entertainment and conveniences. The fund takes care of new equipment and upkeep, as admission is free.

David Hulbert and L. V. Bergtold, of Augusta, have been on a business trip, buying equipment and fixtures for a new theatre Bergtold expects to open in Cashton, Wis. shortly. Hulbert also expects to open a show house in Augusta.

The Manawa Theatre, Manawa, Wis. will have to vacate May 1 the building in which it is located. No decision was reached at a meeting of 30 citizens to discuss the question of putting up a new house. Since the present site is to be used for other purposes, the question will have to be decided soon, or the town will be without a theatre after May 1.

At a recent meeting of citizens of Tampico, Ill., the subject of putting up a community theatre has met with much favor. A committee has been appointed to look over plans for theatre in prospect in nearby Chadwick.

CHICAGO

Allied Theatres of Illinois Vice-President Van A. Nomikos has been selected chairman for the National Allied Presidential Inaugural Dinner-Dance honoring Jack Kirsch, newly elected president of National Allied. The dinner-dance will climax the three-day national directors' meeting in the Grand Ballroom of the Palmer House, May 25. Twentieth Century-Fox Publicity Director Jay Frank has been appointed publicity chairman and has invited all Chicago motion picture publicity men to work on the committee.

This spring will find many new signs on theatres throughout the city. At present, the B & K Chicago, State Lake and Roosevelt theatres, RKO Grand, and Essaness Circuit northside Sheridan, all plan new signs. Warners will also put up new signs on several southside theatres.

Robert Baker, of Okaloosa, Iowa, has been appointed district manager for the Alliance Circuit at Richland, Wash., including the Richland and Village theatres located at the bomb project in that district.

Rebuilding on the Alliance Circuit Pickwick Theatre, Syracuse, Ind., will get under way as soon as materials are available. Plans by Irving Karlin, architect, call for a modernistic one-story theatre to take the place of the old house, recently destroyed by fire.

Monogram Sales Manager Morey Goldstein.

(Continued on Page 40)



APPOINTMENT. Stirling Silliphant (left), associated with 20th Century-Fox in the publicity department and as an assistant to President Spyros P. Skouras, before entering the Navy three years ago, has returned to the company as assistant to Charles Schlaifer (seated), head of the advertising-publicity-exploitation and radio departments.

The biggest gross in the history of Chicago— for any picture in any theatre at any time— was just rung up by

The Outlaw

HOWARD HUGHES'
daring PRODUCTION
The Outlaw
introducing **JANE RUSSELL**
JACK BUETEL • THOMAS MITCHELL • WALTER HUSTON
Released thru U. A.

REGIONAL NEWSREEL

(*Continued from Page* 38)

Bell-Howell President J. H. McNabb, recently named a director of the Greater Chicago Safety Council, has returned from his Florida vacation.

Paramount Chicago exchange officials announce that shortages of prints are delaying the re-issue of "Northwest Mounted Police" and other films, despite the large number of bookings for these re-issues.

Paramount Western Sales Manager James Donahue was a recent visitor.

Paramount Exchange Manager Harold Stevens is retiring from the Red Cross film chairmanship at the close of the current drive.

RKO Manager Sam Gorelick will be chairman of the Cancer drive.

"The Outlaw" grossed $75,000 the first seven days at the Oriental Theatre, with admission charge at 95c from opening to closing.

Clarence Bricker of the Kaufman Del Ruth organization visited Chicago and conferred with Monogram Chicago Manager Ben Eisenberg.

Balaban & Katz Veteran Manager Will Holden, for the past few years manager of their Chicago Theatre, will be named District Manager of the circuit, succeeding Abe Platt, who resigned to enter an executive position with Paramount International.

BOSTON

Over 500 patrons of the Ball Square Theatre, Sommerville, Mass., walked calmly to safety when a fire broke out in the projection room. Manager Stephen Bresnahan, who ordered the house lights on and told the audience to exit because of the fire, can be given much credit. A section of the film breaking from the reel and touching a hot electric light bulb, started the fire, which was controlled and extinguished in five minutes.

Olivia de Havilland, film actress, has entered the Massachusetts General Hospital here for treatment of an illness she contracted on her South Pacific tour.

Former publicist at the Paramount Fenway, Sgt. Julian Epstein, son of Tradepaper Representative Shep Epstein, has been discharged after 32 months in the ETO.

Columbia Publicist Abe Bernstein is expected back from New York shortly, where he was ill at his home.

Edith Lectchen, secretary to MGM Office Manager Ben Wolf, announced her engagement to Larry Cohen of Roxbury.

MGM Service Manager Ed Dobkin has returned to work after several weeks' jury duty at Suffolk County Court House.

Capitol Theatre Manager Phil DePhetro, Allston, is confined to the Cardinal O'Connell House. His place has been taken by Thomas Cahill and Ray Bradbury.

Warner announces three nuptials, past or future: Joan Martino, of the accounting department, weds James Cusimano, recently discharged, on April 27; the same date Virginia Halpin, secretary to the field supervisor, marries Raymond J. Peterson, of New York; recently married was Edith Sawyer, of the clerical department, to Lt. Irving S. Newman.

Walter E. Mitchell was again reelected president of the Independent Exhibitors of New England at their annual meeting, as was E. Harold Stoneman, vice-president; Warren Nichols, second vice-president; Kenneth Forkey, secretary; W. Leslie Bendslev, treasurer; and Raymond E. Feeley, business manager.

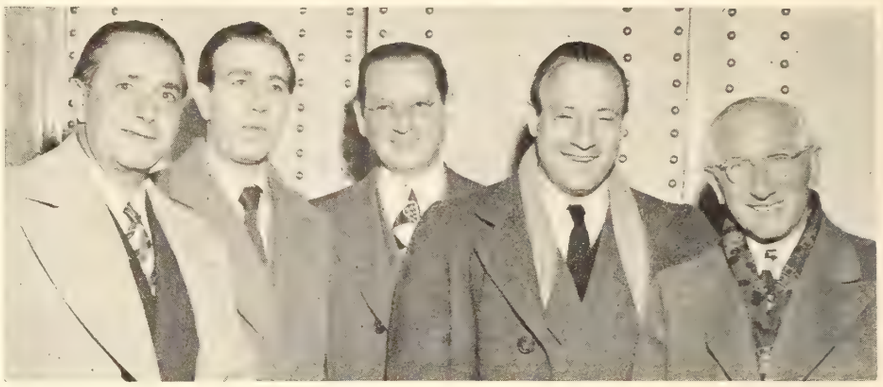
Sgt. Bobby Stevens, recently discharged, returns to Paramount as assistant to Office Manager Jim Harris.

Helen Helvitz and Sally Hochberg, of the MGM clarical staff, were recent New York visitors.

Paramount Theatres Executive Edward L. Hyman arrived here to attend a director's meeting of the New England Theatres, Inc.

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EXHIBITORS ATTEND TRADESHOW. Among exhibitors attending RKO Radio's trade showing of Samuel Goldwyn's "The Kid From Brooklyn" at New York's Astor Theatre last week were (left) J. J. Goldberg, Rayburn Circuit; Harold Klein, J & J Theatres, and (extreme right) Sam Rinzler, Randforce Circuit. The other two gentlemen are Phil Hodes, RKO Radio's New York exchange manager, and Charles Boasberg, the company's metropolitan district manager.

LOS ANGELES

The old Keystone Theatre, now the Aliso, has been bought by Jack Berman's Eastland Theatre group. Originally it was in a Japanese neighborhood and is being reopened now that the Japanese residents have been reinstated.

Messrs. Wexler and Penn, who recently reopened the Linda Lee, have taken over the Brea, Brea, and LaHabra, La Habra, for the Western Amusement Co.

Earl Strebe put in dual film attachments at his Plaza, Palm Springs. Earl also operates the Palms there. The new set-up will allow Strebe to hold previews at the Plaza.

New Simplex equipment went into the Stadium and the Rialto, South Pasadena.

Condolences are being offered to Republic West Coast Manager Francis Bateman and Republic Booker Wayne Bateman on the loss of their father in Pittsburgh.

Morrie Abraham is Howard Hirty's new exploitation assistant at MGM.

Murray Gerson, Sam Gerson's son, is on his way home having been discharged.

Alexander Reviews District Manager Colin Dexter made a trip through west coast territory.

Lou Lindley, Jr., son or the Acorn Press impresario, was recently married.

Altec Service President George Harrington is in New York until mid-April.

Blumenfeld Theatres Accounting Dept. Chief Sally Martin is visiting from San Francisco.

Moffitt Field station theatre is getting new installations and the Splinters Theatre there is receiving new projector equipment.

Seen on the Row: John Danz, Seattle theatre operator, in from Phoenix; Junior Mercy, down from Yakima; Harry Nace, Jr., visiting from Phoenix.

Norma Muhlman, secretary to Music Hall's Cliff Giesseman, is going to San Francisco to see her nephew for the first time since his return from overseas.

M. L. A. Scott, former sound engineer, took over the Sacramenta territory of E. L. Lewis, who was recently injured in a plane crash outside Fresno.

Arnold Schaak and Bob Whitson, owners of the Ramona and the Hollywood, installed a new loudspeaker system in the Ramona.

VANCOUVER

In spite of rainy and cool weather, downtown theatres are continuing to do capacity or near capacity business on a diet of ace pictures, and for the first time in years all theatres are holding over.

Knocking the dial off the safe and taking $1000 from the Plaza Theatre strong-box, safecrackers realized the biggest haul in recent weeks. Since no forcible entry was made, it is believed that a duplicate key must have been obtained somewhere.

Wilfred Little, well known B. C. theatreman, is the father of a baby boy.

A modern 400-seat theatre will be built at Castlegar, B. C., on the main highway, the first theatre built there by independent interests.

Empress Theatre Manager William Harper, Kelowna, B. C., received the thanks of the city council for his part in welcoming home 154 men who came to the town from an Armored Regiment to be discharged.

United Artists Booker Harry Paige returns to his post after three years in the Army. Larry Katz, who filled his spot, leaves for the UA Winnipeg office where he will be booker-salesman.

UA Canadian General Manager Charles Chaplin, a recent visitor, reports business tops in the Dominion.

Wilfred Little and Al Gaskin, building a $250,000 civic center at Brighouse, B. C., including an 800-seat theatre, have been advised by the Municipal Council of Richmond that it lacked the power to give them a 20-year franchise to operate a movie theatre at Brighouse. The project will be completed nevertheless, according to the partners.

A new deluxe theatre will be erected on property purchased by a Seattle theatre inter-

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est in the heart of downtown Vancouver, as soon as the present lease expires, and manpower and building restrictions are eased.

The Famous Players trophy will be the prize of the Big Four junior hockey league, according to Pete Egan, Palace Theatre manager, Calgary. Three F. P. houses, the Capitol, the Strand, and the Palace, donated the trophy and medals for the championship team. Egan is also president of the league.

Walter Du Perrier, ex RCAF flying officer, has been transferred from the Calgary office of Empire-Universal to the Winnipeg branch.

Orpheum Usherette Jean Coe, who is getting married, was tendered a shower by the theatre staff this week.

RKO Calgary Manager Reggie Doddridge is in town on his way back from a sales drive meeting in Seattle.

CINCINNATI

United Artists Branch Manager Harris Dudelson will become St. Louis Branch Manager in April, being replaced here by Jack Finberg, Ross Williams, RKO city salesman, will take over Finberg's duties.

The Variety Club is giving a farewell party for Dudelson on April 15, a testimonial dinner to Harry J. "Pop" Wessell, who served as chairman of the Heart Committee for 10 years, on May 6, and plans its spring dance about June 1 at the Pavillion Caprice of the Hotel Netherland Plaza.

The Cincinnati Cinema Club held its fifth annual banquet and installation of officers at the Variety Club last Monday night. Officers installed were Ross Williams, president, Irvin Sochin, vice-president, Pete Niland, secretary-treasurer, and Bob Burns, John Eifert, and Milt Gurian, directors.

Columbia will entertain 125 exhibitors and friends on April 2 at a private screening at the Keith Theatre, followed by a buffet supper at the Variety Club.

The Telenews Strand revived "Rain" for three days after Joan Crawford won the Academy Award.

WASHINGTON

Sidney Lust's Kaywood Theatre this week won an arbitration award against the Village and Newton theatres, MGM, Warners, RKO, 20th-Fox, and Paramount. Lust's Kaywood ran behind the Village and the Newton, excepting in the case of the MGM-Newton, where the Kaywood was allowed to play day and date. Arbitrator Joseph C. McGarraghy granted Lust 21 days after downtown houses, putting the Kaywood in the first-run neighborhood category.

Dept. of Commerce Film Head Nathan D. Golden, who is First Assistant Chief Barker of Variety Club Tent No. 11, returned from three months in Europe studying the Agfa color system perfected in Germany.

Cooperating with the Kiwanis Club and Prince George County, the Lust Theatres in Maryland, will hold their annual Easter Egg Hunt in Magruder Park, Hyattsville, Md., April 22.

A luncheon, attended by many prominent people in the film world, locally and nationally, was tendered by Warner General Zone Manager John J. Payette, to honor Robert Etris, for 25 years of service with Warner Bros. Along with Etris' silver anniversary, other Warner employes celebrating long periods of service were—Charles V. Grimes, 20 years, Charles McKinney, 17 years, and Charlotte Duncan, 13 years.

Paramount's Bob Grace has resigned to become office manager and booker for PRC.

William Anthony Fursee, formerly of MGM, has accepted a position with Columbia Pictures in Des Moines, Iowa.



TRIBUTE. George Murphy (right) Screen Actors Guild president, receives a citation from Lt. Col. Robert E. Kearney, on behalf of Secretary of War Robert E. Patterson and Secretary of the Navy James Forrestal, "in recognition of outstanding devotion and distinguished performance rendered servicemen overseas."

Former Navy Lt. Comdr. Seymour Brown is at the 20th-Fox exchange studying for the International dept.

Neighborhood Theatres, located in Richmond, Petersburg, Arlington, Falls Church, Farmville, Bristol, Pulaski, and So. Boston, all Virginia, have designated the month of April as "Morton G. Thalheimer Month," in appreciation of that company's president's efforts in building the circuit into one of the leading independents in the country, according to General Manager Sam Bendheim, Jr. Cash and war bond prizes will be awarded to theatres showing the greatest increases over the same month last year and to managers putting on the best campaigns for a picture.

ST. LOUIS

Rialto Theatre Owner Eddie Rosecan plans to close the house soon for the final stages of a $40,000 remodeling and improvement job, and will rush work so that the 400-seater can reopen with a minimum of delay.

Sam Hallowell has sold his Scenic Theatre, Assumption, Ill., a 250-seater, to W. B. DeHart, school teacher of Auburn, Ill., who also owns a theatre in Raymond, Ill., and is planning the erection of a theatre in Auburn.

R. L. Bilbrey has purchased the 300-seat Strand Theatre, Perry, Mo. from Allied Theatres, Inc., and Ben Jones, of Linn, Mo.

The 500-seat Strand Theatre, Fairfield, Ill. is practically ready for its reopening about April 1, after it was completely destroyed by fire some months ago.

Motion picture circles here and in southeastern Missouri are watching, with high interest, the construction of a $100,000 house in Cape Girardeau. The Cape already has three other houses, the Broadway, 1250-seater, the 660-seat Orpheum, both of Fox Midwest circuit, and the 450-seat Rialto, owned by Edward J. Rosecan.

Clyde and Dale Miner, recent purchasers of the Strand Theatre, Ridgeway, Ill. from James W. Karber, have the foundations in on their new theatre in the same town.

Roxy Theatre Owner-Manager Woodrow Proffer, Ramsey, Ill., starts work on his new theatre there to be called the New Roxy.

The 300-seat Loda Hall, Loda, Ill., run by Walter Swanstrom, operates every Wednesday night in this community of 500 persons.

The 450-seat Isis, Toluca, Ill., was sold recently to Russell Hurt, who formerly managed houses in LaSalle and Princeton, Ill., by Mr. and Mrs. Ross Barricklow.

A recent incorporation of interest to the theatrical world is the R. A. Mann Carpet Co., 1010 Broadway, Kansas City, Mo., which is authorized to buy and sell at wholesale and retail and to act as agent or attorney in respect to all theatre supplies and equipment. The incorporators are Robert D. Mann and Elizabeth Mann, and Robert E. Rosenwald, an attorney.

Former United Artists Manager Bernard F. McCarthy leaves here soon for his new position on the west coast. He is replaced by Harris Dudelson, former manager of the UA exchange in Cincinnati.

Homer Hisey, former UA Denver salesman, is the new salesman in southeastern Missouri, succeeding Harold Cass, who resigned.

Columbia Manager Clarence D. Hill, returned from Springfield, Ill., announces that "The Bandit of Sherwood Forest" set new records in that town, first by opening day and date at two houses, the Roxy and the Tivoli, and, second, by coming through with new house gross records at both theatres.

Columbia Exchange Operations Manager Henry C. Kaufman visited here, en route from Oklahoma City to his New York headquarters.

Charles Byrnes, former manager of the 40th St. Theatre, East St. Louis, Ill., and later manager of the Ritz Theatre, East Alton, Ill., is at the Christian Welfare Hospital, East St. Louis, with a heart ailment.

Former United Artists City Salesman Bill Sharpe succeeded John J. Houlihan as southern Illinois Republic Pictures salesman. Houlihan was recently promoted to exchange manager, replacing Louis V. Kuttnauer, who went to RKO in the Des Moines territory.

Republic Pictures Prairie District Manager Nat Steinberg and Branch Manager John J. Houlihan are visiting Mounds, Cairo, and Mound City, Ill., and Paducah, Ky., this week.

"Doc" Mercier, veteran southeastern Missouri exhibitor, has left the hospital in Cape Girardeau, and is now recovering slowly in his home.

The newly-decorated Columbia Pictures exchange fits in perfectly with the silver anniversary of the company. Silver is the predominant color, with blue and black as the trim. One wall panel displays the names of all the circuits and independents serviced by the exchange, 387 theatres out of a possible 409. The

(Continued on Page 42)

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THE KETTLE KLEANING KIT
• 1 CARTON OF "CHAR-X"
• 1 GAL. LIQUID "KETTLE KLEANER"
• ONE PINT "POT SWEETNER"
• STAINLESS STEEL SPATULA
• TWO "PLAS-TI-PADS"
• 125 ABSORBENT WIPES
ALL FOR $6.00
BLEVINS POPCORN CO.
ATLANTA Atlanta Service Warehouse 377 Whitehall S.W.
NASHVILLE 155 2nd Ave. So.
MEMPHIS Peston Warehouse 671 S. Main St.

Gulistan Wilton Theatre Carpet
JOE HORNSTEIN has it!

REGIONAL NEWSREEL

(*Continued from Page* 41)

front window, with its new draperies, provides excellent display opportunities, and, at present, "The Bandit of Sherwood Forest" and "Gilda" are being plugged in that space. New fluorescent lighting fixtures illuminate the interior which was remodeled at a cost of $2500.

Harvey A. Murphy, Jr., was unsuccessful in his first attempt at safecracking when he was arrested trying to break into the safe of the Norside Theatre here early Sunday morning, March 24. The theatre manager informed the police that there was about $5000 in the strongbox at the time. The robbery was thwarted when a side door was found propped open with a broom by a local policeman, who entered the theatre and proceeded to the mezzanine where he noticed a flashlight beam. Murphy was accosted as he stepped out of the theatre office.

DALLAS

R. J. O'Donnell and Karl Hoblitzelle, president of Interstate Theatres, are going to St. Louis for the Theatre Activities Committee meeting.

Variety Tent No. 17 will hold a general membership meeting on April 1; a buffet supper will be served to all members. Mrs. Charles Meeker won the grand prize in Tent No. 17's gin rummy tournament.

DES MOINES

The quad-cities of Davenport, Ia., Rock Island, Moline and East Moline, Ill., voted down a proposal to adopt Daylight Saving Time in a straw ballot conducted in those towns recently. Davenport had previously approved it 2 to 1, but that vote was contingent on the Illinois towns approving the measure.

Des Moines Theatre Manager Harold Lyons received a special citation from MGM for the best exploitation photo of the month, one on "Our Vines Have Tender Grapes," in the company's new pictorial promotion service to exhibitors.

Don McLeod, manager of the J. C. Penney store at Haywarden, Ia., purchased the theatre there, then gave a half interest in the house to a returned serviceman. McLeon was once employed by Joe Gerbraught at Ames.

Construction of a new theatre in the Urbandale district by Paul Anderson has been temporarily delayed due to a zoning application. The zoning board had a tie vote on Anderson's proposal to build his theatre flush with the sidewalk, rather than observing a 25-foot setback required by a zoning ordinance.



ANNIVERSARY. Robert Etris (right), veteran Warner Bros. manager, Washington, D. C., receives a U. S. Bond from General Zone Manager John J. Payette at a testimonial luncheon to celebrate his 25th anniversary with the firm.

Mrs. Lorraine Finney is the new biller and clerk at the 20th Century-Fox exchange, while Mary Jane Mitchell has been promoted to bookkeeping operator, replacing Lorraine Wynn, who recently resigned.

Alberta Marshall replaces Betty Danielson at Columbia. Betty left to get married.

Strand Theatre Manager Everett Peterson, Waterloo, has ample evidence of the honesty of his patrons in a letter he received recently. Enclosed was a five-dollar bill which the writer stated had been found by his son in the theatre. Since the writer did not sign his name, Anderson is unable to trace this unusual person.

DENVER

Warner Bros. Office Manager M. R. (Bud) Austin, after 10 years, moves to PRC as office manager and head booker, succeeding Ross Bluck, who resigned due to ill health.

Burro Alley Theatre, Santa Fe, N. M., will be opened by the Gibralter Theatres on Easter Sunday.

James Burgess has been named assistant manager of the State, replacing Richard Fulham, who became a Republic salesman.

Former Palace Manager Stanley Thomatos, recently discharged from the Army, has been made assistant manager at the Alpine.

Paramount District Manager Hugh Braly returned from his Salt Lake City sales meeting, held one here, then left for Omaha to hold a meeting there.

Claude Graves, Albuquerque theatre owner, was here recently for a check-up after his recent operation.

The Rocky Cinema Co., with Cy Arima as manager, is reopening the Kiva.

Atlas Theatres (C. U. Yaeger) will open the new Lamar, Lamar, Colo., June 15.

Warner Bros. Exchange Manager Earl Bell and Exploitation Man Richard Brill went to San Francisco to attend a sales meeting.

The Hart Theatrical Decorating Co., at present redecorating the Comet, has moved to 2153 Broadway, on Film Row.

Out-of-town exhibitors seen on the Row were Mr. and Mrs. Fred Lind, Rifle, Colo.; James Hughes, Yuma, Colo.; Kenneth Powell, Wray, Colo.; Reuben Stroh, Telluride, Colo.; Lynn Zorn, Julesburg, Colo.; Carlin Smith, Glenrock, Wyo.; C. E. McLaughlin, Las Animas, Colo.; and Eldon Menagh, Ft. Lupton, Colo.

OMAHA

Omaha school teachers are conducting classes in motion picture projection under the direction of W. C. Cummings, Omaha Public School vocational director, because the schools were recently presented with 12 projectors and many fine educational films.

Tri-States District Manager Bill Miskell was named committee chairman of traffic enforcement under the Omaha Safety Council, by President Edward F. Mehrens.

Fepco Theatre Advertisers Plant Manager Hank McGrath completed 17 years with that company.

Paramount Inspectress Opal Frazier and Contract Clerk Malina Dagosta are out of the hospital after operations.

Lt. Patrick Halloran, formerly with 20th Century-Fox booking department, is now on terminal leave.

MGM General Clerk Jean Vinci has resigned.

Phil and George March were in this city recently. George, recently discharged, runs the theatre at Vermillon, S. D., and Phil operates the house in Wayne, and other theatres owned jointly by him and another brother.

Universal Contract Clerk Mrs. Clara Semerad has moved to Chicago, continuing with the company. Replacing her will be Lela Kunze, assistant booker during the war.

Paramount Salesman Wayne Stephenson was out for a week due to an old leg ailment.

RKO-Brandeis officials arranged a special preview showing of "The Spiral Staircase," for Mrs. Isabel Burkley, Dorothy McGuire's mother.

(*Continued on Page* 44)





PRC SCREENING, DINNER GALA AFFAIR. Pictured above is the beautiful Casino Room at New York's Monte Carlo, scene of PRC's recent dinner and screening of its latest and most ambitious offering, "Wife of Monte Cristo." Editors, publishers, exhibitors and others attended the affair. Close-up shows PRC President Harry Thomas and Vice-President Lloyd Lind at screening. On following day a luncheon and another screening were held.

"Devotion" WILL BE TRADE-SHOWN THIS WEEK. YOU WILL FIND IT A GIANT OF AN ACHIEVEMENT. YOU WILL PLACE IT AMONG THE EFFORTS THAT BRING RARE DISTINCTION TO THE INDUSTRY. LOOK FORWARD TO GREATNESS—"Devotion"

IDA LUPINO
PAUL HENREID
OLIVIA de HAVILLAND
SYDNEY GREENSTREET in "Devotion"
with NANCY COLEMAN • ARTHUR KENNEDY • DAME MAY WHITTY • VICTOR FRANCEN • Directed by CURTIS BERNHARDT • Produced by ROBERT BUCKNER
Screen Play by Keith Winter • Original Story by Theodore Reeves • Music by Erich Wolfgang Korngold

Warner Picture

REGIONAL NEWSREEL

(*Continued from Page* 42)

Ben Jenesak, Cedar Rapids, Neb., exhibitor, has bought out Fred Philbrook at Clarks, Neb., and now owns two theatres.

The new owner of the Victory Theatre, Danbury, Ia., D. C. Rockwell, had just taken over the house when he had a film fire, which occurred while he was here making arrangements for new booth equipment.

Roxy Theatre Owner Elmer Svendson, Alva, Ia., is installing new booth equipment.

William Lampros, student-trainee at 20th Century-Fox studying for an overseas assignment, has been shifted to the booking department for two weeks.

Paramount Comptometer Operator Esther Jones is in the hospital for a physical check-up.

RKO Cashier Elvera Roslund and Paramount Cashier Julia Leahy are both home due to illness.

Postwar plans call for the building of a new theatre in Mullens, Neb., to replace the old one which will be torn down.

Boys Town, subject for two motion pictures, and possibly a third, plans to send its choir to England next year. Father Flanagan, the home's founder, was honored this week as "the outstanding Irishman of 1946," by the Hibernians.

Paramount Theatre Manager Don Shane was awarded the MGM monthly promotional citation for his exploitation photos on "Our Vines Have Tender Grapes."

COLUMBUS

The local Variety Club staged a "Frontier Days" Saturday night, March 30. Ladies were awarded prizes for the best Western costumes. Barker Leo Yassenoff was chairman and Leo "Chink" Haenlein was in charge of the chuck wagon. Two new members are U. G. Hazelton, member of a motion picture film transportation company, and Alfred Presutti, owner of Presutti's Villa Restaurant.

Broad Theatre Manager Carl Rogers is vacationing in Pennsylvania and plans some time on Broadway.

Former Doorman at the Uptown and Southern Theatres Edward Willing is the new daytime doorman at the Ohio.

Fritz Hummel, violinist in the pit orchestras of the Palace and the Hartman, died last week.

The RKO Grand has, at least temporarily forsaken its regular schedule of playing move-overs from the Palace. On successive weeks Manager Larry Caplane reports good business with PRC's color special, "The Enchanted Forest," and Republic's "Black Market Babies."

Municipal Judge Charles J. Baumann, 41, of Dayton, Ohio, well known member of Variety Club, Tent No. 18, died March 24, of a heart attack. He complained of being ill while visiting the Variety clubhouse that evening and died two hours later in his hotel room, to which he had retired while preparing to enter a hospital. Judge Baumann had taken over his seat on the bench on January 1, having been discharged from the Army in September, after 49 months' service.

PITTSBURGH

The testimonial dinner held on Monday evening, March 25, for Mike Gallagher, retiring Chief Barker of Tent No. 1, Variety Club of Pittsburgh, was attended by several hundred show, professional, political and business people. Judge Benjamin Lecher was master of ceremonies and presented Gallagher with a cash gift to select a ring as a token of the membership's esteem.

Joseph Mercer, veteran exhibitor, who has been a theatre operator for almost 40 years, is temporarily resigning because of his wife's illness, and is turning the Lincoln Theatre, Warwood, W. Va., over to Lou Padolf, who operates several other theatres in the territory.

Sgt. Joseph Markley, son of Maurice Markley, who operates the State Theatre, New Castle, Pa., has reenlisted in the Army after a 60-day furlough.

The 20th Century-Fox Family Club will hold a dinner party in the Blue Room of the Roosevelt Hotel, Saturday, March 30, for the installation of officers.

ALBANY

Murray Holstein, "The Man with a Million Gifts," is arranging bicycle giveaways for the Strand Theatre, Watervliet; Family, Utica; Eagle, Paramount and Royal, Albany; and the Palace, Troy.

Taking Film Rowites by surprise, the Warner Bros. exchange, all dressed up, inside and out, in keeping with the western theme of the current sales drive, had a full front erected to resemble a tent gate entrance and exterior of a Wild West Show.

Crew members of Variety Club of Albany, Tent No. 9, entertained newly-appointed United Artists District Manager in Boston and New Haven Clayton Eastman, former 1st assistant Chief Barker. The party was held at the home of C. J. Latta.

Janice Miller recently joined the ranks of Warner Bros. Theatres' office as Booker Joe Weinstein's secretary.

MGM Auditor Arthur Sklar is visiting the local exchange for several weeks.

MGM Salesman Bill Williams went to New York for a brief visit.

MGM District Manager Herman Ripps went to Gloversville to confer with the Schine Circuit.

MGM Cashier Ruth Hogan is confined to her home with the grippe.

Visitors along the Row included Frank Wertheim, Chestertown; Morris Slotnick, Waterville; Harry Savett, Utica; Sam Rosenblatt,

(*Continued on Page* 46)

NEW THEATRES

Shreve, Ohio—Plans to erect a $30,000 theatre here were begun with the acquisition of property by Harry and Howard Grenert, local businessmen.

Portland, Ore.—Pemrick-Evergreen are waiting for removal of construction restrictions to build a $30,000 house here.

Boise, Wash.—Rodger Mendenhall has consulted architects in connection with a contemplated $125,000 house for the Menmar Theatre Company.

Seattle—Adamson Theatres; which operate the Mission and the State, have reportedly signed up to take over a new $100,000 900-seat house to be built here by Owners Gleen E. and Harold Whitfield.

Dayton, Ohio—A new drive-in theatre on West Third Street is planned here by the Miami Drive-In Theatre Company.

Ft. Smith, Ark.—Construction of a new all-Negro theatre with a seating capacity of 500 is set here, according to Tom Lichty, one of the incorporators in a new theatre firm.

Little Rock, Ark.—A building permit was issued the Tri-State Construction Company for erection of a $25,000 house. Sam Kirby, former Malco manager, will operate the house as an independent.

Canton, Ill.—Architects' drawings for a new house to be operated by the Cutler and Phelps chain, were ready this week. It will seat 1000.

Tulia, Texas—Boren and Morrows Theatres are ready to construct a new house here as soon as materials are available.

Cincinnati—Permission was recently granted to the Richard P. Ernst Realty Co., Covington, Ky., by Town Trustees of Florence, Ky., to build a drive-in theatre there, on ten acres of the Ed Newman estate. Operation of the theatre, accommodating 765 autos, is expected to start in July. The Ernst Company, owned by Tom Hill, William Macklin, and L. B. Wilson, operates the Liberty, Broadway and Madison theatres in Covington.

Cincinnati—A 1000-seat Victory Theatre will be built in Cheviot by the Chev Four Star Theatres, Inc., according to Richard Coffell, in charge of Ohio operations of the company. The building will be of granite and limestone construction, and will have many modern improvements, featuring a large circulating foyer on the main floor.

Denver—Fox Intermountain is proceeding with the construction of the Fox Arvada, Arvada, Colo., a 650-seat, $100,000 house for this Denver suburb. The building, requested by the mayor, has WPB approval and uses no strategic or home building material, which fact has won favor with the townspeople.

Los Angeles—Fox West Coast Theatres expect to have their new house in the Westchester district completed in about two months. Under Dick Dickson, FWC is also going strong right now on a renovation program, with over 40 houses scheduled to have installations made.

Culver City—Principal Theatres, a subsidiary of FWC, is reversing the old idea of "the walls came tumbling down." The walls are going up currently on Principal's new theatre here.

Phoenix—Reuben Bloom and M. Jacobs, formerly of Cleveland, Ohio, are partners in the new theatre being constructed on north 34th Street here.

Casteiger, British Columbia—Independent interests plan a new 400-seat houses, construction to start in the spring.

Columbus, Ga.—Roy E. Martin, president of Martin Theatres, Inc., announces plans to erect a $250,000 theatre-office building here. The four-story structure will include a block-long arcade of shops and stores, while the theatre will have a seating capacity of 2000.

Ridgeway, Ill.—Clyde and Dale Miner have laid the foundation for the construction of a new house here.

Ramsey, Ill.—Woodrow Proffer, who owns the Roxy, says he will erect a new Roxy shortly.

Columbus, O.—Ground will be broken within the next few weeks for the new 1000-seat Driving Park Theatre which will be operated by the Rowlands circuit when completed. Mulligan-Case Construction is the contractor.

St. Louis—Permit for the foundation of a new 2000-seat house to be erected for the Missouri Amusement Corporation was issued this week.

with the same
GREATNESS
with the same
STAR
from the same
COMPANY
that gave you
"LEAVE HER TO HEAVEN"!

Dragonwyck

IS COMING FROM 20th CENTURY-FOX



Presented by DARRYL F. ZANUCK • Written for the Screen and Directed by JOSEPH L. MANKIEWICZ

REGIONAL NEWSREEL

(*Continued from Page* 44)

Watervleit; Bill Featherly, Rensselaer; and George Thornton of Saugerties and Tannersville.

New United Artists Representative Ollie Wog was welcomed to town.

Schuyler Beattie has returned to the Paramount office as salesman after service in the Navy. Bill Rosenow, who had been pinch-hitting for Beattie, returned to the Buffalo exchange.

Condolences are being extended to Alec Mallory, operator of the Starr Theatre, Corinth, on the death of his wife.

Sylvia Steinberg, Columbia booker's secretary, has been granted a leave of absence to care for her mother, who has been seriously ill.

Monogram District Manager Nate Dickman is spending a few days in Buffalo.

PRC District Manager Joseph Miller is vacationing in Lakewood, New Jersey.

Ann Cerqua is the new booker's secretary at Universal.

Charles Wilson, Joseph Grand, John Gardner, Sid Dwore, and Richard McKay, new account from Sherburne, attended the Upstate Theatres meeting last Monday.

Warner Bros. Clerk Marjorie Hale returned to work after three weeks at home with a strep throat.

Irene M. Smith, secretary to Warners' Charlie Smakwitz, is spending several days in New York.

MEMPHIS

Loew's Palace Manager Cecil Vogel reports a terrific business for his 10 a.m. matinees, instituted for the showing of "Adventure." Morning matinees as a rule haven't drawn well in Memphis, and Mr. Vogel feels it was the particular picture in this instance.

Malco Theatres President M. A. Lightman announced the Cotton Belt Bridge Tournament in Memphis, April 12-14.

National Screen Service Branch Manager Al Rothschild, solving the restaurant problem, eats his dinner at four or five places, going from one to another to get its specialty.

Jimmy Thames, returned serviceman, has taken over as MGM Memphis branch exploiteer, filling the vacancy which occurred when Todd Ferguson resigned to enter the home building business in Oklahoma City.

Mike McGee of the *Commercial Appeal,* has been asked to submit an affidavit and three copies of his review of "Scarlet Street" for Universal's suit against the Atlanta Board of Censors, which banned the film.

Installing three special seats for fat men—two 40 inches wide and one 42 inches wide—Raymond Fisher and Roy L. Cochran are bidding for some oversized business in their new 600-seat JuRoy Theatre, North Little Rock, Ark.

Freddie Boy Burns, Memphis theatre operator, now has his own hillbilly program on WMC.

MONTREAL

Led by Rank interests, Canadian theatremen and exhibitors, who are interested in British films and their exploitation, are getting ready for the proposed world conference of the British film industry to be held in London, England, next month.

Johnny Ganetakos, of United Amusements, is expected back from Florida this week. John Ganetakos, Sr., who has been in Missouri for his health, is going to Florida for conferences with United Amusements Director Henri Chauvin.

Odeon Maritime Provinces Supervisor A. Garson visited the local Odeon office last week.



PLAQUE. At a testimonial tendered him by the managers, supervisors and executives of Century Theatres, Joseph R. Springer, general theatre manager, receives a plaque from Mike Nicholas, one of Century's Brooklyn supervisors.

Republic Canadian General Manager Mickey Iseman was in town for a short stay.

Ruth Merman, daughter of Mr. and Mrs. Zemelman, of Montreal, appears in "The Harvey Girls," which opened at the local Loew's theatre last week.

S. Morgan-Powell, drama editor and critic of the Montreal *Star,* let loose a blast at women's hats last week. Not at the hats so much, but the fact that women must wear the headgears at movies and shows.

NEW YORK

A new film, "Linked in Freedom's Cause," will have its premiere at the dinner opening the 1946 campaign of the Joint Defense Appeal, Thursday, April 4, at the Waldorf Astoria, attended by many prominent people in the entertainment world. The 30-minute film was produced by Ben Blake, head of B. F. Blake, Inc., at the suggestion of Paramount President Barney Balaban and Columbia Executive Vice-President Jack Cohn, and will be shown to private groups only, free of charge. The picture is a contribution to the cause of a united America free from prejudice and hate and, for the first time on the screen, depicts the threat of racial and religious bigotry to American democracy, with Quentin Reynolds, noted correspondent and commentator, as narrator.



Ben Blake

Supreme Court Justice Ferdinand Pecora recently presented a gold ring to Century's Enrico Ferrari, manager of the Patio, at a testimonial dinner given in his honor by the New York City Police Department's Columbia Association. The Association was started in 1929 by 12 New York City policemen, among whom was Ferrari. For ten years, the Patio manager was corresponding secretary, until he retired from the force to enter the theatre business. The Columbia Associaton was founded to foster better relations among all, "regardless of race, creed or color."

Republic Pictures Advertising Department's Sybil Levy announced her engagement to Myron Robert Simons, until recently a Seaman 1/c in the Coast Guard.

MGM District Manager J. J. Bowman is receiving condolences from all his friends in the film industry upon the recent death of his father.

The Gloria Theatre, Broad St., Brooklyn, formerly with the Cinema Circuit, will now have the buying and booking done by Joe Mirasola, owner.

Harry Cugal is back at the cashier's desk at MGM after three years in the Seabees.

The Idle Hour Theatre, Long Island City, will have the buying and booking done by Charles Fishkind, president, after March 20. Formerly it was with the Island Circuit.

Universal Booker David Levy underwent an operation recently at the West Side Hospital and is now recovering rapidly.

Constance "Honey" Wild, of Universal exchange, was sick for a week.

Republic Exchange's Robert J. Fannon welcomed his son, Robert Jr., home from the Seabees, after 26 months in the South Pacific.

Gloria Hupp of Monogram exchange announced her engagement to Leroy Minmick.

The Monogram exchange was visited by Harry Friedman, of Newburgh, and the famed "John," of Dunellen, N. J.

Morris Slotnick, Strand Theatre, Waterville, N. Y. visited the United Artists Exchange, as did Helen Boyko, former employe, with her young daughter.

Oliver Wog is the new northern New York State United Artists salesman.

Eleven members of the United Artists exchange have gotten together to form a bowling team. The men are Tony Agoglia, captain, Ben Levine, Harry Newman, Herbert Richek, Jack Ellis, Sam Rifkin, Sam Lefkowitz, Pat Marcone, Dick Perry, John McKenna and Dave Douglas.

The local RKO exchange climbed to third place in the current 1946 Ned Depinet Drive. The drive, now in its 13th week, will end on May 9.

Sid Mesibov, trade press contact in Paramount's publicity department, announced the christening of his son, Robert, this week.

Many prominent members of RKO Radio Pictures and the entertainment field attended a luncheon last week at the Waldorf-Astoria in honor of N. Peter Rathvon, president of RKO and RKO Radio Pictures, Inc., prior to his departing for Hollywood, his recently established headquarters, to take charge of production activities. RKO Executive Vice-President Ned E. Depinet was the host.

Jack H. Levin, vice-president and general manager of Confidential Reports, was elected president of Cinema Lodge, B'nai B'rith for the coming year at an election of officers meeting Tuesday. Levin succeeds Albert A. Senft, who held the office during the past two years. New vice-presidents elected were Marvin Kirsch, Nat K. Loder and S. M. Chartock. Vice-Presidents re-elected were Bernard Goodman, Leo Jaffe, Martin Levine, Milton Livingston, Norman Steinberg, Robert M. Weitman, and S. Arthur Glixon. Max B. Blackman was re-elected treasurer and Julius M. Collins was re-elected secretary. Rabbi Ralph Silverstein was elected chaplain. It was disclosed at the meeting that the membership of Cinema Lodge in the entertainment and allied industries has reached 925.

Dominion Theatres Executive Hunter Perry, Charlottesville, Va., is visiting the Paramount home office on business.

HARRISBURG

Nylons have been used by Mark Rubinsky as a trade stimulant in many of his small-town houses in the Harrisburg area. Mark doesn't

(*Continued on Page* 48)



Paramount President Barney Balaban receives from Clark M. Eichelberger the newsreel citation awarded by the American Association for the United Nations to Paramount News' editor-in-chief, A. J. Richard (right)

U NO

—and everybody knows—the newsreel that was bound to win the Citation of Honor for the year's best coverage of the UNO and of the transition from war to peace . . . just as it tops all others in presenting *all* the news of the world. Of course it's

Paramount News

THE EYES AND EARS OF THE WORLD

REGIONAL NEWSREEL

(*Continued from Page* 46)

want his wife or sisters to know of this, as he has been having them shopping, standing in line for the stockings for the past month to obtain just enough pairs to offer to a small number of women patrons in a few of his theatres where he believes bonuses are required. There have been no mad rushes, surprisingly enough, although the offer has brought good crowds.

Arthur Myers has been discharged from the Army. He was formerly manager of the Etar, Newville.

Mark and Mrs. Rubinsky have returned from New York and Capitol Office Manager Ida Rubinsky has just left for that city.

Betty Stepp is the new assistant manager at the Senate, replacing Bill Early, who resigned because of his health.

Capt. Mae S. Rubinsky, ANC, sister of Mark Rubinsky, is on terminal leave.

Senate Manager Bob Sidman was halfway into the city from his home, answering the call of a city policeman that there were pounding noises in his theatre, before he realized that the noises were the legitimate sounds of workmen remodeling the theatre after the show Saturday night. The walls are getting a new treatment of turquoise shade, a new lighting system is being installed, and other spring repairs are under way.

TORONTO

Famous Players Canadian Corp. President J. J. Fitzgibbons, in his annual report to shareholders, said that 1005 men and women of the circuit had entered the armed forces during the war, and more than 60 had been killed, or reported missing. Winners of the Victoria Cross in World War II have been presented with a silver lifetime pass to all Famous Players Theatres. The corporation head is interested in getting more Canadian investors to share in the company. A recent sale of 375,000 common shares netted $5,250,000, and more Canadians became shareholders, evidence of the public's faith in the company's future.

Ontario managers of Odeon Theatres are scheduled to attend a one-day meeting under Eastern Division Manager Clare Appel, April 2, at the Royal York Hotel here. Appel will meet with Quebec managers in Montreal, April 26. Recent developments, introduced by new President Hon. J. Earl Lawson, will be discussed.

A conference of representative members of the Ontario Council, Independent Exhibitors of Canada, has been held here with Mayor A. J. Mason, Springhill, N. S. theater owner, who is president of the National Council of Independents. Mason headed a deputation which placed a brief before government officials at Ottawa, contents of which are unknown, dealing with the viewpoint of independent owners on wartime regulations.

Twentieth Century-Fox Dominion District Manager Sydney Samson was elected president of the Motion Picture Section, Toronto Board of Trade, succeeding R. W. Bolstead, Famous Players vice-president, who held the chair for two terms. The executive committee comprises President Samson; J. J. Fitzgibbons, Famous Players; T. J. Bragg, Odeon Theatres, and RKO Canadian General Manager L. M. Devaney. Morris Stein, of Famous Players, is vice-president of the Section.

Al Duguid has returned to Shea's Theatre, as treasurer, after two years' naval service. Art Race remains as assistant to Manager Fred Treibilcock, while Fred Davey, recently discharged, transferred to the Toronto Palace as student manager.

Mel Lewis has retired as assistant to Warner Bros. Canadian Promotion Manager Glenn Ireton, due to the illness of her husband.

No new taxation or license-fee increases for theatres or film exchanges are included in the annual budget of Provincial Treasurer L. M. Frost, which he presented to the Ontario Legislature.

Warner General Manager Haskell M. Masters has returned from his Florida vacation.

Manager Marc Hirsch, of the Eglinton Theatre, North Toronto, has made special preparations for the 10th anniversary of the house the week of April 1.

The Royal Alexandra Theatre will hold the premiere, April 1, of the first Mexican feature to be seen in Toronto, "St. Francis of Assisi," the Dominion franchise of which has been secured by Alliance Films Ltd., of Toronto, Ray Lewis, president. The engagement of this picture, which has English sub-titles, will be conducted in cooperation with the Catholic Women's League as a road show.

Soviet films continue to play regular engagements at Ontario theatres regardless of the espionage commotion. "Zoya" played a three-day run at the Community, Welland, without adverse comment.

Manager W. K. Trudell, Capitol Theatre, London, arranged a very special program for juveniles at a recent morning matinee, including cartoon comedies, radio broadcasts from the stage, musical numbers by the Police Boys Band and the Western University Octette, and presentations to the winners in the Safety First Campaign sponsored by the Junior Chamber of Commerce.



SCENE OF ORIGIN. At the desk shown above originate those ace campaigns on MGM pictures. Pictured here preparing potent selling angles on forthcoming releases are William R. Ferguson (left), manager of exploitation; Rudy Berger (center), southern sales manager, New Orleans; and Burtus Bishop, Jr., district manager with headquarters at Dallas.

PHILADELPHIA

Over $65,000 was pledged in the opening gun of the campaign to raise $6 million as Philadelphia's share of the $100 million national goal of the Allied Jewish Appeal, at a meeting of the Motion Picture Division at the Bellevue-Stratford Hotel last Monday night. attended by every Jewish exhibitor and film company executive in the area.

Warner District Manager Paul Castello's son, Bobby, 2½, was seriously injured when he was struck by an automobile in the Northeast section of the city last Saturday.

Patsy Loudermilk, daughter of the William Goldman Theatre's treasurer, celebrated her tenth birthday this week.

Zelda Donsky joined the Columbia exchange secretarial staff this week.

Harold Coltun, with Warner Bros. before he entered the service, is a new booker at Columbia.

Rialto Theatre Owner William Humphries, Lewiston, became a grandfather last week when his daughter, Mrs. Hope Pealer, gave birth to an eight-pound boy.

Columbia Advertising Manager Sid Alexander was in town visiting with Everett Callow of Warner Bros., in connection with the opening of "Gilda" next Wednesday at the Boyd Theatre.

Columbia Exploitation Manager Harry McWilliams was in town last week.

April 1 has been set as the tentative date for the trial of Frank and Sara Blum vs. Goldman Theatres, in connection with the sale of the 69th St. Theatre and properties. Federal Judge William Kirkpatrick will hear the case.

Edith Gardner of the Stanley Warner film payment department is on a Colorado honeymoon after her wedding March 16.

Johnny Nirenberg, out of the Navy, is now manager of the Keystone Theatre.

Former Earle Theatre Treasurer Phil Wexler has been discharged from the Army.

Federal Judge William Kirkpatrick has set the week of April 29 for the hearing of the William Goldman suit for damages against the distribution companies in connection with the Erlanger Theatre.

MGM Los Angeles Manager Samuel J. Gardner visited his family here on his way home from his South American trip.

With Monogram Exchange Manager Al Davis acting as host, over 250 people attended the screening of Monogram's first million dollar production, "Suspense," at WCAU, Friday morning, March 29, followed by a cocktail party and luncheon at the Warwick Hotel.

Warner Head Checker Dick Brown brought his wife, Betty, home from the Graduate Hospital, last Tuesday, where she had been very ill, requiring blood transfusions.

Universal District Manager Salem Applegate called off his Florida trip when his grandson became ill and was transported to a Baltimore hospital.

Hollywood Film Exchange Salesman Leon Behal celebrated his 65 birthday last week.

International Pictures Representative Joe Minsky, just out of the Army, visited this week.

Twentieth Century-Fox Ad Sales Manager Bill Solomon, Columbia Exploiteer Milt Young, and Milt's daughter Patsy, were headed for a swimming party at the Broadwood Hotel, last Saturday, but had to call it off when Patsy became sick.

BUFFALO

PRC Booker's Stenographer Margaret Torosian, stricken while at work, is now convalescing from her appendectomy at the General Hospital.

Capt. Sam Geffen, recently discharged after four years in the cavalry, is now with National Screen Service as sales representative.

The local RKO exchange is in first place at the halfway point of the 20-week Ned Depinet Sales Drive.

Basil's Strand has arranged, with the cooperation of community merchants, to give away washing machines. Manager H. C. Murphy is helping set up the displays.

Seen along the Row were Sam Slotnick, Slotnick circuit, Syracuse; Sam Gandell, Bolivar; and Howard Rathburn, Manlius.

WB Studio Resumes Big Location Trips

The first big-scale distant location trip since lifting of war travel restrictions will be undertaken by the Warner Bros. Studio on April 20, when the "Cheyenne" company goes to Flagstaff, Arizona, for a month's stay.

Cast of the special outdoor production is headed by Dennis Morgan, Jane Wyman, Janis Paige and Arthur Kennedy. Raoul Walsh is the director, with Robert Buckner producing for Warners.

BOX-OFFICE SLANTS

The Caravan Trail

(*Continued from Page 24*)

marquee names this would be a fine box-office bet. As it is, however, it should do better than the average Western.

Cast: Eddie Dean, Al LaRue, Emmett Lynn, Jean Carlin, Robert Malcolm, Charles King, Robert Barron, Forrest Taylor, Bob Duncan, Jack O'Shea, Terry Frost. Credits: Produced and directed by Robert Emmett. Original screenplay by Frances Kavanaugh. Cinecolor supervisor, Arthur Phelps. Photography, Marcel LePicard.

Plot: Eddie Dean and his pal Al LaRue, scouts for a wagon train ,arrive at the point where the wagon train members are to stake out homestead claims when they find that the town has been taken over by two land crooks, Robert Barron and Forrest Taylor. Dean's lifelong friend, the marshal, has been murdered. Dean and LaRue enlist Emmett Lynn and his two outlaw friends as deputies and restore law and order to the community.

Comment: This is very much better than the average Western from the standpoint of story, production, direction and action. If it had been made by one of the major companies with a marquee name or two added it would have been a fine box-office bet. "The Caravan Trail" has the advantage of some new twists to some old situations, thus giving the film an impression of fresh approach. Suspense is really suspense, and not just a trite situation. The action is all that an action fan could ask for, with the fisticuffs of short but violent duration, and when a gun goes off somebody usually gets hit. Strangely enough, this western has what most horse operas lack: realism. Another factor that adds to the picture's entertainment value is that writer Frances Kavanaugh has used what appears to be a much better than fair knowledge of psychology of the theatre in building suspense. As for the players, Eddie Dean looks the part, sings well, but has a mild tendency to overplay dramatics. Emmett Lynn acts well as a tough, revengeful gunman of the time. He makes the character more likable than the script calls for—tough enough for any actor to do. The others are competent western players, which says not too much or too little for them. As a whole. "The Caravan Trail" is thoroughly satisfying, entertaining Western fare. It should please all types of audiences and delight the action fans.

Gay Blades

Republic **Comedy** **67 mins.**

AUDIENCE SLANT: (Family) Nice, entertaining light comedy with exciting ice hockey games as a background.

BOX-OFFICE SLANT: Good for double bill programs.

Cast: Allan Lane, Jean Rogers, Edward Ashley, Frank Albertson, Anne Gillis, Robert Armstrong, Paul Harvey, Ray Walker, Jonathan Hale, Russell Hicks, Emmett Vogan, Edward Gargan, Nedrick Young. Credits: Associate producer and director, George Blair. Screenplay by Marcel Klauber from a magazine story by Jack Goodman and Albert Rice. Photography, William Bradford.

Plot: Talent scout Jean Rogers searches for a virile, he-man type to play the lead in her studio's new movie, "The Behemoth." She finds professional hockey star Allan Lane, who plays to let off steam and earn enough money to start his career as an architect. She tries to convince him that Hollywood is his dish, but he ignores her advice because he is in love with her. She finally sees things his way: he resumes hockey and she quits her movie job to be with him.

Comment: The direction and production of "Gay Blades" are uniformly of fairly high class and the competent cast plays a fairly well written screenplay with a satisfying degree of skill. That the film doesn't quite attain the "very good" status but remains nice, light comedy, is apparently not the fault of anyone but rather a case of story weakness. The hockey game scenes are exciting at times, the three leads are pleasant and in all "Gay Blades" provides audiences with a fairly diverting 67 minutes, which evidently is just what it was designed to do.

Kronenberg Named WB Special Events Head

Promotion of Abe Kronenberg to the post of special events manager and eastern representative of the commercial tieups division, working under Larry Golob, director of publicity in the east, was announced this week by Mort Blumenstock, Warner Bros.' vice-president in charge of advertising and publicity. Kronenberg succeds Will Yolen, who has resigned to join station WNEW.

Kronenberg, who has been with the company seven years in connection with exploitation and promotional activities both at the home office and in the field, originally worked out of the New York exchange, after which he was elevated to handle special assignments as a member of the home office publicity staff. He has been identified with all big Warner film campaigns for the past six years.

Assisting Kronenberg on commercial tieups will be Dan Karsch and Jack Kingsley, while Reggie Rose and Steve Brener will work with him on special events. Kingsley and Rose have just returned to Warners after four years in the Army.



SHORT SUBJECT REVIEWS

Snow Eagles *(Excellent)*

WB (2505) Sports Parade **10 mins.**

This interesting, exciting short contains practical instructional information for the prospective ski enthusiast. It is highlighted by scenes of the late Hermann Gadner, famous ski instructor, as he put a class of hopefuls through preliminary instruction. Later, the same class is shown doing some fancy skiing down the ski trails at St. Jovite in Quebec. The Technicolor outdoor shots are breath-taking. An excellent short for any program.

Baby Bottleneck *(Very funny)*

WB (1716) Looney Tunes **7 mins.**

When overwork breaks down the Stork's delivery system, Daffy and Porky try to modernize the service with a Rube Golbergian endless belt conveyer system. They get tangled up in their own invention and end up by being delivered to a waiting mamma gorilla. Very funny cartoon in Technicolor.

Movieland Magic *(Good)*

WB (2003) Technicolor Special **20 mins.**

By using the device of taking audiences with a young movie star as she goes through her daily routine at the studio, the producers provide an interesting background for the musical numbers which make up the film. How Warner Bros. ever will get back their investment on this one is a mystery, for it contains lavish sets, production numbers in which a score or more players in various costumes flit in and out and also uses such names as Jane Wyman, Dennis Morgan, John Payne, Fuzzy Knight and Cliff Edwards in the numbers. A little long but good entertainment and very much exploitable.

Elmer's Hare Remover *(Excellent)*

WB (1717) Merrie Melodies **7 mins.**

That this Bugs Bunny short is not as funny as some of the others in the series does not remove it from the category of "excellent." Elmer tries to outperform Jekyll and Hyde with a screwy concoction and captures Bugs for experimentation. Bugs, as usual, outwits befuddled Elmer with the usual funny results. In Technicolor.

Newsreel Synopses

(Released Saturday, March 30)

MOVIETONE NEWS (Vol. 28, No. 60)—UNO meets in New York; Truman outlines program in talk to Democrats; U.S.S. Midway stages first Navy Arctic maneuvers; Most sensational murder trial in French history; Hoover in Europe for food study; Princess Elizabeth christens giant carrier; Film stars honored for war services; Lew Lehr.

NEWS OF THE DAY (Vol. 17, No. 258)—UNO Council in New York; "Bluebeard" mocks judges; U. S. Carrier invades Arctic; Truman urges united peace effort; Army reveals new weapon; Yanks fight typhus in Japan; Army and Navy cite MGM stars; Spring comes to Washington.

PARAMOUNT (No. 61)—Swiss holiday; New Ambassador to Russia; Hoover in Europe; Last voyage envoy; Capitol blossoms out; New Jap cleanup; Navy carrier invades Arctic; UNO Security Council starts session in New York.

RKO PATHE (Vol. 17, No. 63)—Hoover surveys food crisis; "Bluebeard" at scene of crimes; Midway on Arctic cruise; Embark on anti-typhus drive; Princess christens carrier; UNO meets in New York.

UNIVERSAL (Vol. 19, No. 488)—UNO meets in New York; Test carrier in Arctic maneuvers; President addresses Democrats; Japs anti-typhus program; Champs show billiard magic.

(Released Wednesday, March 27)

MOVIETONE (Vol. 28, No. 59)—Prime Minister King of Canada accuses Reds in spy case; New Navy seaplane goes into Pacific service; Alpine snow avalanche; Surplus gunpowder destroyed by U. S. Army; Obsolete bombs exploded; Trygve Lie in U. S. for UNO meeting; General Smith new Ambassador to Russia; Leon Blum on special mission for France; Winston Churchill ends visit to U. S.; English National Hunt Steeplechase; Kentucky wins National Intercollegiate Invitation title.

NEWS OF THE DAY (Vol. 17, No. 257)—Alpine avalanche buries village; UNRRA meeting in U. S. plans to fight worldwide famine; New envoy to Russia; Successor to Ickes; Chief of UNO; French loan negotiator; New seaplane in sky; Experts pick photogenic beauty; Britain's National Hunt; Meet Mr. America.

PARAMOUNT (No. 60)—War-weary planes destroyed; Red Cross medal for merit award; Portrait of a stateman; Bluebeard murder trial; Championship basketball between Rhode Island State and Kentucky.

RKO PATHE (Vol. 17, No. 62)—Churchill poses for portrait as he leaves U. S.; Show electronic blanket; Destroy U. S. planes with gunpowder; Smith names Russia Ambassador; Iran dispute submitted to UNO; UNRRA meets in Atlantic City.

UNIVERSAL (Vol. 19, No. 487)—UNRRA Council plans world aid; Personalities on the Capital scene; World's largest plane; 500 tons of powder blasted; Women get vote in Italy; Fiesta time on the Riviera.

ALL-AMERICAN (Vol. 4, No. 179)—GIs do great job at APO in California; Willkie Awards to Negro journalists; Helen Keller aids morale of vets at Hines Hospital; Capital Press Club honors Lionel Hampton; Major Jones receives Legion of Merit in Chicago; Elizabeth Brown Club holds national meet in Berkeley; Cagers fight it out for midwest title in Kentucky.

Once Upon A Time . . . there was an exhibitor who called reissues—"White Elephants". He would throw a salesman out of the theatre if he so much as mentioned booking a reissue. But—one day he was stuck for a picture and one of those ponderous pachyderms came to the rescue—busted his box-office records too—and was he a surprised exhibitor? Now Mr. EX is out looking for all the so-called White Elephants his Astor salesman can supply. He's crazy about 'em!



P. S. Plenty of his box-office records have gone by the boards since then with—

ASTOR PICTURES—OF COURSE!

Here are a few of the Powerful Pachyderms to pull up grosses!

SWISS FAMILY ROBINSON
Thomas Mitchell—Edna Best
Tim Holt—Freddie Bartholomew

TOM BROWN'S SCHOOL DAYS
Sir Cedric Hardwicke—Gale Storm
Jimmy Lydon—Billy Halop

SILVER DEVIL
from Cosmopolitan's Great
Peter B. Kyne story "Wild Horse"

BEYOND TOMORROW
Jean Parker-Charles Winninger
C. Aubrey Smith—Harry Carey

BIRTH OF A STAR
A Streamlined Feature
starring DANNY KAYE

JIMMY STEPS OUT
(Formerly "Pot o' Gold")
James Stewart—Paulette Goddard

Book these big Money Pictures Now - Astor Exchanges Everywhere

THE MOTION PICTURE

THEATRE

EQUIPMENT and MAINTENANCE

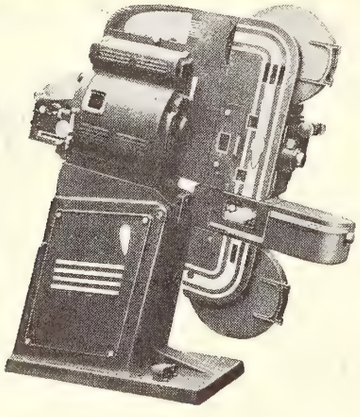


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Aaron Nadell, Technical Editor

NOW—Complete Equipment fo





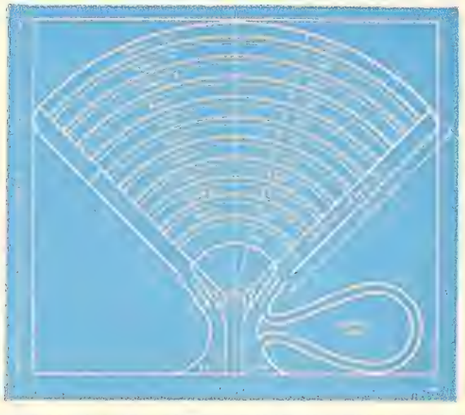
RCA BRENKERT PROJECTORS & ARC LAMPS

—minimum flicker, more light on the screen. Clearer definition, rock-steady operation.

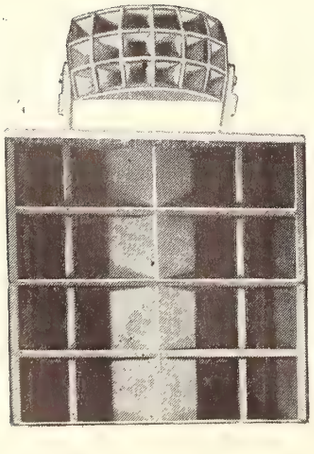
RCA DEPENDABLE ARC-LAMP POWER SUPPLIES

—Baldor Rectifiers (bulb-type)
—Westinghouse Copper-Oxide Rectifiers
—Century-Roth Motor Generators





COMPREHENSIVE DRIVE-IN THEATRE PLANNING FACILITIES



RCA FIXED SPEAKER SYSTEMS

—lifelike tone reproduction, built for uniform audience coverage over wide areas—for every size drive-in theatre.

RCA NEW-TYPE IN-CAR SPEAKERS

—the ideal drive-in theatre speaker, permits operation with car windows closed . . . in cool or rainy weather.



)rive-In Theatres...

by RCA...including—



comprehensive planning facilities
projection equipment
high-power sound systems
fixed or *in-car* speakers

● Here is a complete line of equipment which will bring to the Drive-In Theatre the same high quality and dependable performance now being obtained from RCA equipment in thousands of theatres throughout the world.

PROJECTION—The many important advantages of RCA Brenkert Projectors and Brenkert Arc Lamps, including rock-steady projection and increased light on the screen, make them the logical choice for the Drive-In Theatre, *where the larger screen and longer throw demand top projection efficiency.* Dependable arc-lamp power supplies are also extremely important. RCA offers the well-known Century-Roth Motor Generators, Westinghouse Copper-Oxide and Baldor bulb-type rectifiers, because of their outstanding performance.

SOUND—RCA Drive-In Theatre Sound Systems are specially designed and time-tested for Drive-In Theatre use—not modified conventional systems. These systems are designed for lifelike tone fidelity and minimum distortion—built to provide the high powers needed for covering large areas with fixed speakers, or for operation of large numbers of the new type *In-Car Speakers,* which permit profitable operation in all kinds of weather.

There's an RCA Theatre Service and Installation Engineer or Theatre Equipment Sales Specialist near you, ready to help plan your Drive-In Theatre. Contact your nearest RCA Theatre Supply Dealer or write direct to Theatre Equipment Department 78-C, RCA, Camden, N. J.

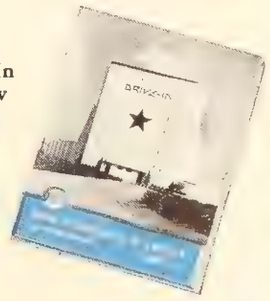
Everything for the Theatre

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FREE BOOKLET

Be sure to see the new RCA booklet "The Drive-In Theatre"—30 pages of important information: How to select locations, points on construction and installation, temperature charts for various sections, and other valuable helps to Drive-In Theatre planning. Write *today* to Theatre Equipment Department 78-C, RCA, Camden, N. J., for your copy.



For the best in theatre equipment — see your RCA Theatre Supply Dealer.

THEATRE EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION, CAMDEN, N. J.



● Box-office-minded managers of theatres, large *and* small . . . in every state . . . are changing over to Simplified High Intensity Projection. Why? Because it makes a big *and most favorable* difference on the screen —and on the audience too. Yet, in spite of its vastly superior advantages, High Intensity Projection costs little, if any, more.

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FOR YOUR SCREEN: 50-100% brighter light

FOR YOUR COLOR PICTURES: a specially adapted snow-white light

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ADVISORY COUNCIL

How Large Your Screen Should Be

and *Is It Wise to Re-Surface It?*

No. 14—A Continuing Series of Reports by Experts on Problems of Vital Importance

IDEAL SIZE for a theatre screen, desirability of re-surfacing screens, and war-developed improvements relating to this vital item of theatre equipment were canvassed at this month's Council meeting with complete unanimity of opinion on some important points and the widest possible difference on others.

But there was no difference of opinion as to the tremendous importance all members of the Council attribute to the screen —"the focal point of greatest interest to the audience"—"the most observed surface in the theatre." What to do about that surface and how best to do it occupied their attention.

"Do you favor the smallest practicable picture for the sake of a brighter image?" we asked. "Or the largest practicable picture? Or a compromise?"

Want Large Pictures

It turned out that nobody approved the small picture. "With the help of high intensity lamps and present day optical assemblies, any picture brilliance can be arrived at for any picture size."—"Don't reduce size to save on light."—"First decide what screen size to use and then provide equipment to illuminate it properly. There are definitely lamps in the market to meet any condition of screen size."—"Use high intensity lamps."

There was no dissent. Opinion was unanimous. Lighting difficulties are to be met by using proper equipment, not by reducing the size of the picture, according to all the council members.

However, not all of them wanted the largest image the proscenium opening would allow. Some did. Some favored a smaller size on esthetic grounds.

Some of the first group said: "As much picture as possible."—"I favor as big a screen as possible."—"We believe that the size of the picture should be good in proportion to the size of the proscenium opening."—"As large as possible."—"Largest possible."

Others preferred to follow the recommended SMPE standard, which (as set forth on Page E-21 of STR for March 2nd) is a picture width equal to one-sixth the distance from the screen to the last row of seats.

Still others suggested different standards to be used as a guide.

"One foot in width for each four to five feet of throw," was one of these.

"A minimum visual angle of 12.8 degrees from the eye of the observer in the last row of seats and a maximum of 54 degrees from the eye of the observer in the first row of seats," was another suggestion.

Some members felt that definite standards were inadvisable. "It is a matter of technical advice and good judgment," one contributed. "Depends entirely upon the architecture," thought another. "No set ruling holds good," volunteered a third, adding, "There are so many variations in sizes of proscenium arches in relation to the overall sizes of the auditorium that good judgment in selecting the proper size is most important."

Still another said: "Too great an emphasis on large screens can cause the artistic value of many productions to be destroyed; too small a screen will detract from the artistic quality of others. At all times it must be borne in mind that you are serving paying patrons, and your deductions and conclusions must be based on what you believe to be their desires."

Re-Surfacing Screens

We then asked: "Do you favor re-surfacing screens?"

The replies were remarkable on one point—it appears that some members favor re-surfacing but not painting; others are all for painting and oppose re-surfacing; some favor both processes and some will have no part of either! Some of those who approved qualified their approval. "If the re-surfacing can be done in a manner that will not reduce the perforated area," one member explained, adding that "very careful thought must be given to the type of material used and the type of workmanship. There are very successful screen re-surfacing companies operating today and their work has been satisfactory."

Another member favored re-surfacing

(*Continued on Page E-18*)

C. B. AKERS
GRIFFITH THEATRES

K. F. ANDERSON
W. S. BUTTERFIELD THEATRES

LEONARD SATZ
CENTURY CIRCUIT

W. B. ARMSTRONG
GOLDEN STATE THEATRES

E. E. CLEVELAND
WESTERN MASS. THEATRES

DICK DICKSON
NATIONAL THEATRES

J. H. ELDER
INTERSTATE CIRCUIT

EMANUEL FRISCH
RANDFORCE AMUSEMENT CORP.

MELVIN C. GLATZ
FOX INTER-MOUNTAIN THEATRES

HARRY J. GLENN
WM. K. JENKINS THEATRES

HERMAN R. MAIER
WARNER BROTHERS CIRCUIT

HARRY MOSCOWITZ
LOEW'S INCORPORATED

L. PARMENTIER
EVERGREEN THEATRES

SAMUEL ROSEN
FABIAN THEATRES

FRANK D. RUBEL
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R. SCHMID
MINNESOTA AMUSEMENT CO.

CLAYTON TUNSTILL
MALCO THEATRES

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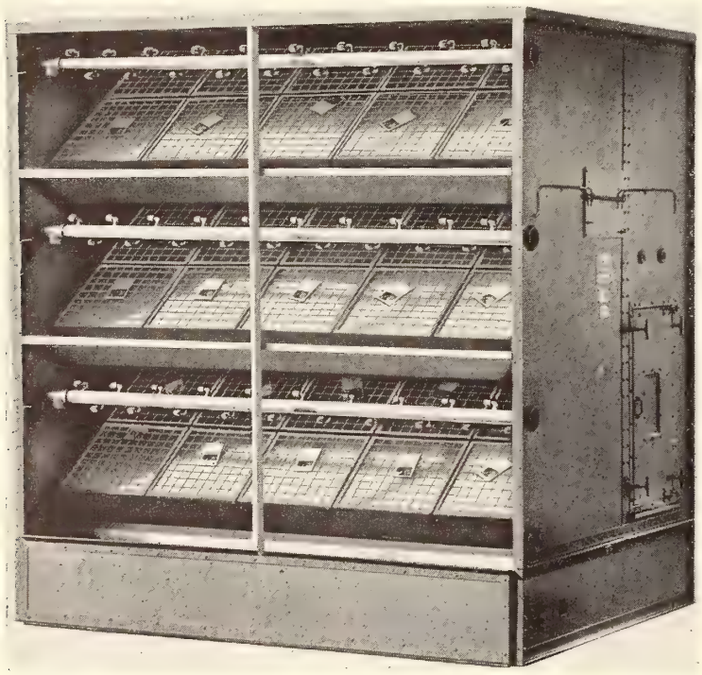
JULES S. WOLFE
FAMOUS PLAYERS CANADIAN

PRODUCTS and SUPPLIES

the Equipment Showcase

Presenting: Apparatus Parts and Complete Systems for *Air Conditioning*

AN IMMENSE VARIETY of apparatus is available to the theatre for conditioning air. The showman has his choice among units that differ not only in structural detail but even in basic principles of operation. Here are shown some typical apparatus components that can be purchased separately and combined into conditioning systems, or added to existing systems; also factoryassembled units that are delivered complete and need only to be connected up to ducts, plumbing and power.



AIR DIFFUSER

KNO-DRAFT TYPE K diffusers for ceiling mounting have adjusting screws on the under side of the unit. The adjustment is designed to adapt air diffusion to any ceiling height. It can also be changed with the seasons to eject cooled air horizontally and heated air downward.

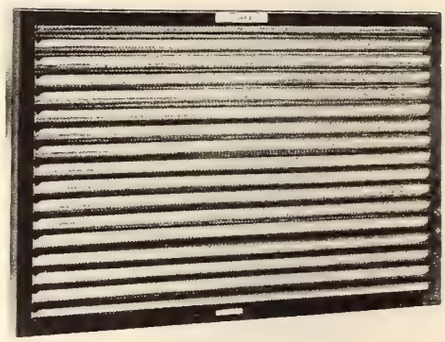


EVAPORATIVE COOLER

BUENSOD - STACEY'S Evaporative Cooler and Air Washer — picture shows leaving side. The interior is a spraying chamber through which air passes, then zig-zags out between corrugated baffles. These extract the spray from the air; the water collects on them and runs down. The vertical lines in the picture are the thin ends of the baffles. Tap water or refrigerated water may be used; the latter gives better results in high-humidity climates.

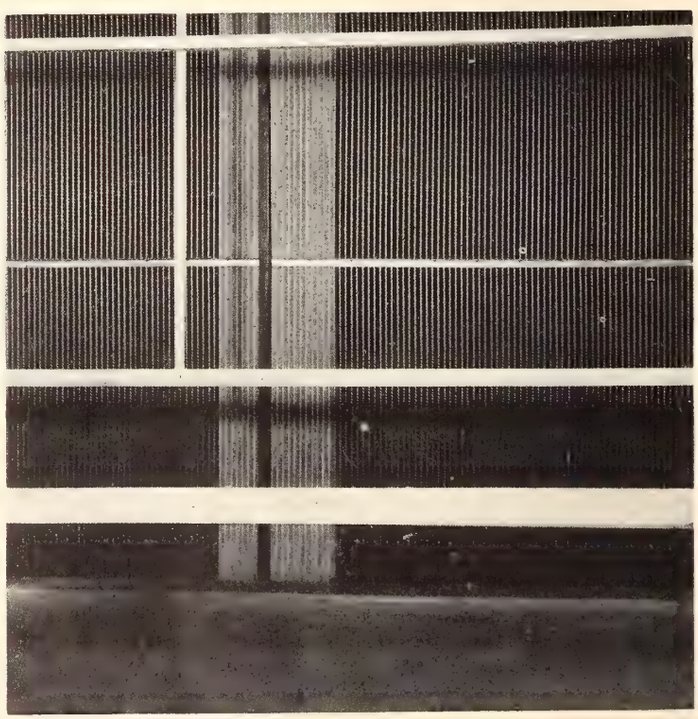
EVAPORATIVE COOLER

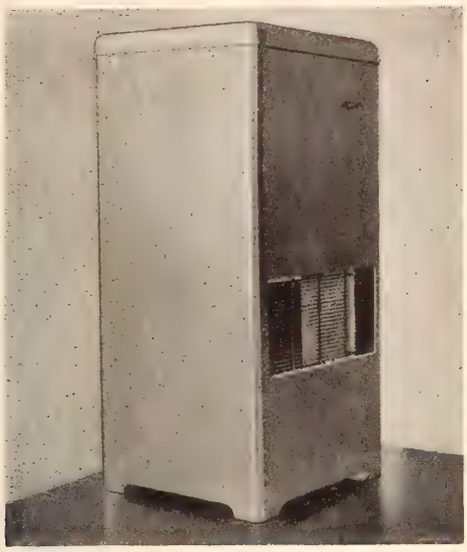
AIR & Refrigeration Corp.'s Evaporative Cooler and Air Washer. The sloping cells, filled with glass filaments, are sprayed by nozzles mounted on the horizontal pipes. Incoming air passes through the spray, through the innumerable streams of water that run down along the glass filaments, and through the rain that drips from the under side of the cells. Tap water or refrigerated water may be used; the latter gives better results in high-humidity climates.



ACTIVATED CARBON FILTER

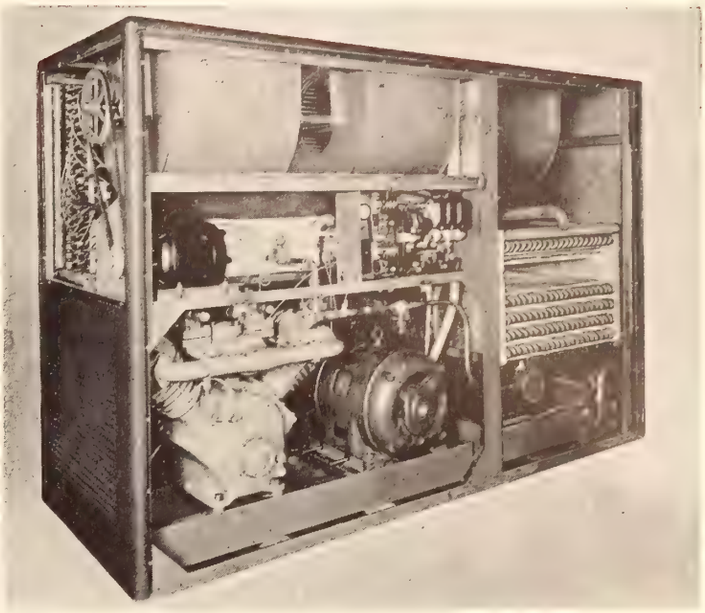
W. B. CONNOR Engineering Corp.'s filter—designed to remove accumulating odors and gaseous impurities from air re-circulated by conditioning systems—acts on the principle of the gas mask. These perforated metal tubes are filled with carbon granules.

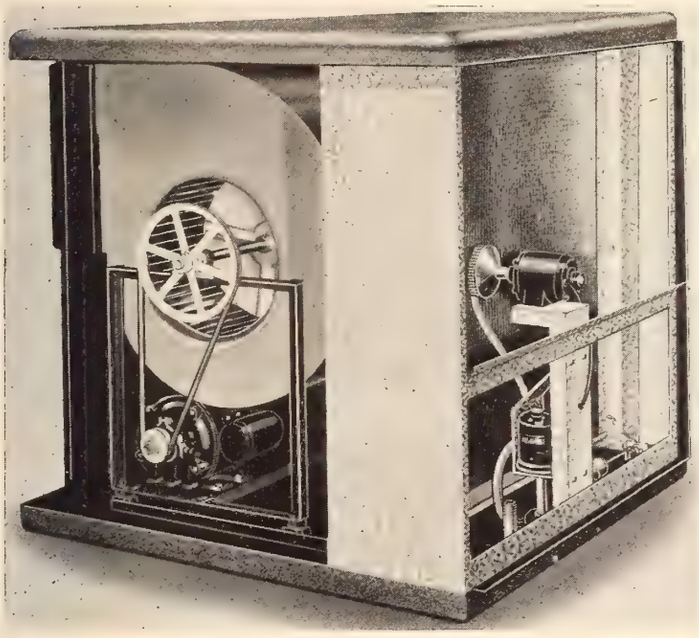




AIR FRESHENER

AIRKEM Air Freshener unit, containing reservoir, pump, spray nozzles, excelsior cartridge and fan. Used anywhere. Airkem, a solution of chemicals including chlorophyll, the green coloring matter of plants, is sprayed on the excelsior. The spray can be adjusted according to the amount of odor or stuffiness present. Air blown through the excelsior by the fan evaporates the solution and carries the chemicals out into the theatre. Other, similar models are used with air conditioning systems; see Page E-26.





REFRIGERATOR CONDITIONING SYSTEM

UNITED STATES AIR CONDITIONING Corp.'s refrigerated Kooler-Aire combines cooling and dehumidifying units, refrigeration compressor and evaporative condenser in one balanced assembly. Kooler-Aires are made in capacities of from 5 to 25 tons. Single units or multiples of several units will satisfactorily handle any condition, in any climate. If distributing ducts, plumbing and power supply are prepared in advance, actual installation of a unit takes only a few hours.

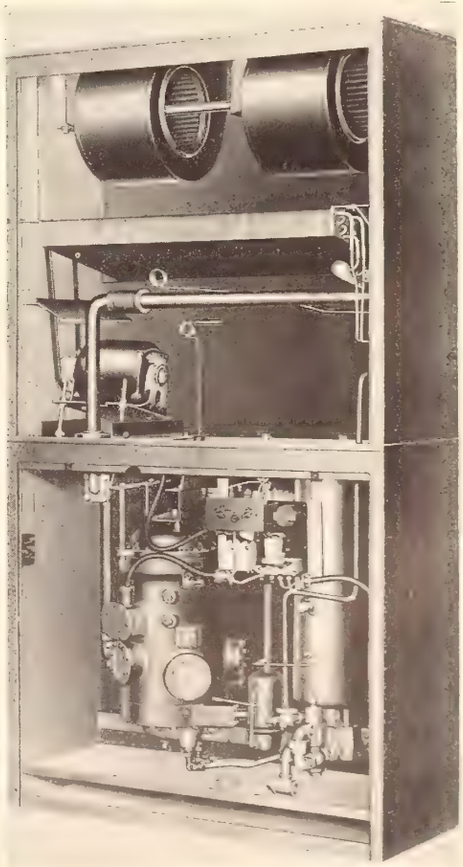
REFRIGERATOR CONDITIONING SYSTEM

CHRYSLER CORP.'S AIRTEMP Division manufactures equipment for theatres of all sizes but recommends this 5 H. P. "package" conditioner for houses up to 750 seats. It is delivered complete, ready to work as soon as power and plumbing are connected. Distributing duct-work can be eliminated or reduced to short runs. If more than one is installed, "packages" can be operated by zones; in that way, the cooling effect is not wasted on unoccupied areas.

EVAPORATIVE CONDITIONING SYSTEM

S.O.S. CINEMA SUPPLY Corp.'s air conditioning system unit using evaporative cooling. A small, motor-driven rotary atomizer spreads a spray of water evenly over a treated wood-fibre filter mat, through which the large blower forces a stream of air. The water is recirculated, but an automatic solenoid switch shuts it off when relative humidity reaches 75%, unless refrigerated water is used. The latter gives better results in high-humidity climates.





AIR FILTER

CARRIER Air Conditioning filter bank. There are 1,000 filter units in this installation at Radio City's Center Theatre. All of them are carefully vacuumed each week, yielding about two bucketsful of dirt particles. Air does not enter the conditioning equipment until it has passed through this filter. Chief Engineer William Stark is shown examining one of the units.

Maintenance Memos for MANAGERS

APR. 1

Give lobby spring atmosphere with flower trellis or other decorations. Avoid inflammables!

APR. 2

Test all bolts and supports for signs and marquees or check against hidden corrosion.

APR. 3

Time to ready your cooling system. Clean ducts of dust and lint, check for open seams.

APR. 4

Check cooling apparatus; lubricate moving parts, clean coils, electrical contacts, control units.

APR. 5

Have expert plumber check joints of cooling system tubing and silver solder all leaks.

APR. 6

Freshen up the front of your house for spring. Give marquee a new color scheme for the season.

APR. 7

Is your booth equipment damaging film? Check with projectionists; authorize needed repairs.

APR. 8

Observe the front of your house tonight. Do any lamps or tubes need to be replaced?

APR. 9

Remind cleaners to use a few drops of machine oil, not polish, on ticket machine top.

APR. 10

Have you ordered your Easter decorations for lobby, foyer or auditorium? Only ten days left.

APR. 11

Have water cooling unit checked to be sure of consistent service during the summer months.

APR. 12

Make sure cleaners apply drain opener to toilets in proper amounts on regular schedule.

APR. 13

Have dimmer banks checked for burned contact points, etc., to assure flawless operation.

APR. 14

Take advantage of warm days for airing out all closed areas, to avoid objectionable odors.

APR. 15

Have motors on all sump pumps checked for faulty brushes, commutators, lubrication or corrosion.

APR. 16

Check washers or packing on sump and water pumps to conserve power and avoid dampness.

APR. 17

Have hearing aid devices tested to make sure they are still capable of giving patrons good service.

APR. 18

Don't forget your unused pipe organ. Check organ loft for rodent damage. Keep oil on metal parts.

APR. 19

Check screening on air conditioning louvres and repair, replace or paint as need warrants.

APR. 20

Have all seats rechecked for loosened bolts or other hazards to patrons' comfort and clothing.

APR. 21

Do ticket chopper knives need to be resharpened as aid to more efficient operation?

APR. 22

Does the cleaning staff need new brooms, scrubbing brushes? Poor equipment turns out poor work.

APR. 23

Time to remove stain and dirt about radiators, heat grilles, in auditorium, foyer, lobby and lounges.

APR. 24

Clean fly ash off coils of heating plant when closing it down for the summer months.

APR. 25

Clean flues and change water in heating plant. Flush out rust and all sediment.

APR. 26

Check sign flashers for loose connections, dirty contact points, fuses that heat up in operation.

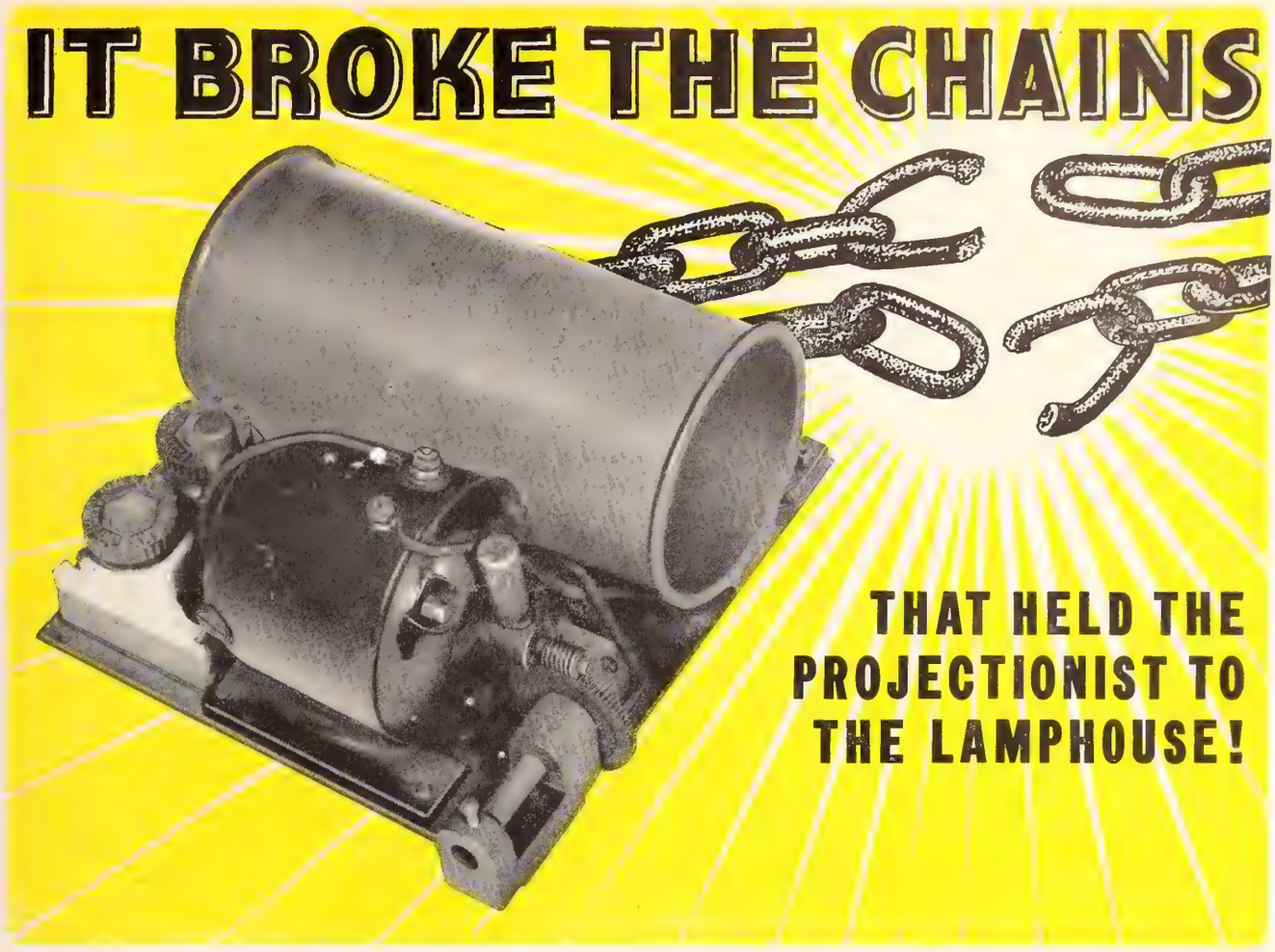
APR. 27

Are you changing water in wash condenser of cooling plant regularly to remove silt?

APR. 28

Clean filters at air intake of cooling system and check for possible need of replacements.

IT BROKE THE CHAINS



THAT HELD THE PROJECTIONIST TO THE LAMPHOUSE!

Twenty years ago Harry H. Strong produced the fully automatic arc control for projection arcs, thereby breaking the chains which shackled projectionists to their lamps.

This is our 20th Anniversary.

The 20 years which Strong engineers, technicians and craftsmen have spent in studying the screen lighting needs of the theatre and building the various types of projection arcs which met these requirements have given our company a great advantage in "know-how." To all of those who have played a part in the developments we want to express our sincerest appreciation. We are also truly grateful to our many exhibitor friends for their support of our efforts . . . support translated into orders . . . orders which permitted us to grow to the position of world's largest manufacturer of projection arc lamps.

We trust that in the years to come we can celebrate many more happy birthdays together . . . that we will have continued to merit your good wishes.

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When the lamps are **STRONG** *the picture is bright!*

PROJECTION ARC LAMPS • RECTIFIERS • REFLECTORS

Air Cooling is Not Enough

Only *Draft-Free* Conditioning Can Boost Box-Office

By GEORGE R. WALLEN

Anemostat Corporation of America

DRAFTS ARE an old story and cold story, but when drafts and the accompanying discomforts—stale air-pockets . . . plus uneven temperatures and humidity—mean dollars lost at the box office, theatre operators get hot under the collar! It is then they realize that the air-conditioning system installed for comfort and better box-office can sometimes mean only discomfort and "sick" box-office!

When air-conditioning was first introduced in theatres, it was pounced upon by the industry as the answer to complaints against the insufferable heat and stuffiness of most theatres—particularly during the summer months. Theatre fronts were promptly emblazoned with posters and banners which fairly shouted: "COOL INSIDE!", "AIR-CONDITIONED!", "NEVER OVER 70°!"—and theatregoers went for it—until they learned that air-conditioning in a theatre didn't necessarily and always provide the kind of comfort they anticipated.

They discovered, instead, that theatre air-conditioning could mean drafts . . . followed by sore throats or nose-colds; that unbalanced temperatures and uncontrolled humidity could make patrons perspire as much in the theatre as they would in the sun outside. The first flurry of enthusiasm for theatre air-conditioning soon wore off. In fact, enthusiasm sometimes became apprehension. Box-office fell, too, often even below summer level. Air-conditioning as a box-office booster had boomeranged!

Then came the $64 question—"WHY?" And with it, the $64 answer.

It was found that the cause of drafts from air-conditioning—in fact, the cause of many atmospheric discomforts of air-conditioning, lay not in the conditioning of the air, but in the distribution of the conditioned air. In other words, theatre operators learned from their engineers that air-cooling alone is not enough; that only with air-cooling plus perfected air-diffusion at the duct outlet could they hope to provide the healthful air-comfort that would boost box-office receipts.

Distribution Problems

Originally, the design of grilles and registers used as air-conditioning duct-outlets was based solely on the appearance and the size necessary to pass the required volumes of air for heating purposes. However, such outlets, though suited to the distribution of heated air, were found completely inadequate when *cooled* air was passed through them. For, when the heavier, cooled air left these same grilles and registers, it fell upon the audience so quickly there was no time for it to mix with the warmer theatre air at the ceiling level. The audience, therefore, was constantly subject to severe drafts. And, in addition, the discomforts from stagnant air-pockets, uneven temperature and humidity variances, aggravated the condition further.

The first attempt to solve the problem pinned the trouble to the outlet. In trying to prevent this cold wave of air from being "dumped" on the theatre patrons, engineers proposed the introduction of less-cool air in larger volumes through the same grilles and registers. But very often the increased air-volumes produced even greater drafts; and, though the air was less-cool, patron-discomfort was the same. Engineers, therefore, deduced that ordinary grilles and registers should either be improved or replaced if air-conditioning in theatres was to provide ideal air-comfort.

The first new outlet device was a simple



The Senator Theatre, Baltimore, Md., achieves an unusual effect in the foyer by suspending its indirect lighting fixtures from the Anemostats.



The U. S. Army Motion Picture Theatre, Presidio, Cal. The circular shape of the Anemostats was used as the basis for the theatre's modern-designed ceiling.

pan-type arrangement. It consisted of a pan or plaque installed at the duct opening in the ceiling. Its function was to block and divert the cool incoming air, thereby preventing it from falling immediately to the audience level. The principle was correct—to slow down the velocity of the incoming air so it could mix with the air in the theatre. But this, too, often failed. It was found that the movement of the air after it hit the pan was dictated by the shape and construction of the ceiling. Therefore, the air left the duct, struck the pan, flowed horizontally along the ceiling until it reached the walls. The air then clung to the walls as it fell ineffectually to the floor. There was still no control of the incoming conditioned air; no over-all mixture of the incoming air with the theatre air; no air-diffusion.

The Solution

It was only after several years of constant, thorough-going research that the problem of drafts finally resolved into this fact: Drafts and other disconcerting atmospheric conditions can be eliminated only when the air-conditioning system embodies air-diffusers which distribute conditioned air equally throughout the theatre, and in proper proportion to the air in the theatre. The essential requirement was to design an air-diffuser which would mix the conditioned air with the theatre air well above the audience level before the air-mixture was diffused.

Twenty-five years ago, such an air-diffuser was developed, under the name of Anemostat Air-Diffuser. Today it is being used in theatres stretching from Montreal, Canada to Presidio, California—and providing real air-conditioning comfort.

The name Anemostat stems from the Greek—"Anemo," meaning air flow . . . and "Stat," meaning control or regulate! hence, Anemostat for controlled or regulated air-flow.

These air-diffusers, scientifically designed properly to distribute conditioned air pre-mixed with theatre air are strategically located throughout the theatre. Therefore such obstacles as pillars, putting walls, and balcony construction no longer present serious problems to air-conditioning engineers.

Typical Installations

A conventional three-Anemostat installation is shown in the accompanying view of the York Theatre in Montreal, Canada. In this theatre, two ceiling units were specified by the engineers (replacing outmoded grilles) as sufficient to handle the air-diffusion for the entire lower seating floor. The third unit—a wall-type—was installed in the center of the theatre's rear wall to supply conditioned air to the balcony area. This wall-type air-diffuser operates in the same manner as the ceiling-types, except that it diffuses air in only a 180° radius.

The U. S. Army Motion Picture Theatre at Presidio, California, (pictured at left) required six ceiling-type Anemostats to carry off and pre-mix the proper proportion of theatre air with incoming conditioned air for fullest air-comfort. Here, as the illustration shows, the circular shape of the air-diffuser was used as the basis for the theatre's modern-designed ceiling.

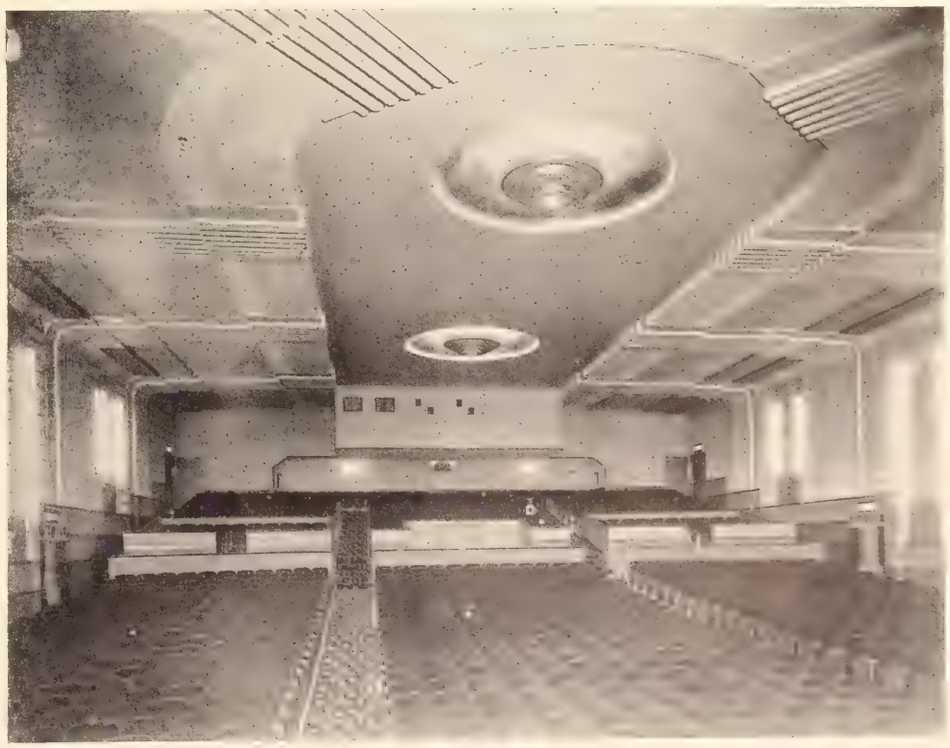
The accompanying photographs of Anemostat installations indicate further design possibilities to which this air-diffuser lends itself. Many theatre operators have struck varied design motifs by fitting this unit into the lighting arrangement. On the other hand, in several newly-built theatres, the lighting scheme was designed around the shape of the device with truly unusual effect.

To properly understand the operation of the Anemostat, a "look inside" will help.

This air-diffuser is quickly and easily fastened to the duct outlet. When air of any duct velocity reaches this patented device, it passes through a series of metal cones, fixed one inside the other (see the cross-section on page E-23). The velocity of the supply air is instantly reduced by air-expansion within the flaring metal cones. This air-expension converts the velocity energy of the air into a pressure blanket on the theatre air beneath the diffuser.

The metal cones are formed in such a

(*Continued on Page E-23*)



Montreal, Canada's York Theatre, a conventional three-Anemostat installation. Here, too, the design of the Anemostat is used to achieve a decorative effect in the ceiling.

THE NEWS IN A NUTSHELL



New Western Union light source, said to be ten times as efficient as existing lamps. Two-watt size between thumb and forefinger; center, a 100-watt lamp.



Look at it or look through it—American Optical Co.'s new transparent mirror glass.

BLOSSOM BY BLOSSOM the Spring begins, as the feller said, and item by item postwar production begins to sprout. There's no lavish display of it, but deliveries are easing just a little, dealers' shelves are filling very slowly,—and best of all, manufacturers tell STR they have "only one or two bottlenecks left."

For example, an official of RCA says with respect to soundheads: "Nothing is holding us back now any more, except motors. Soon as we can get them, we'll roll."

Alexander Smith & Sons Carpet Company report no further shortage of materials at all. *Their* only remaining bottleneck is labor.

Forest Manufacturing Corporation is now making immediate deliveries on rectifiers, including the 30-60 ampere tube type and four different magnesium types. As of April 1st, the new Forest model Twin-65 tube type rectifier will be available for instant delivery. The new rectifier will feature remote control, failure-proof natural cooling, and provisions for operating spot lights.

On the other hand, Forest still cannot deliver lamps with equal promptness, and the company's plans for increasing lamp production have been stymied for the present by increasing parts shortages.

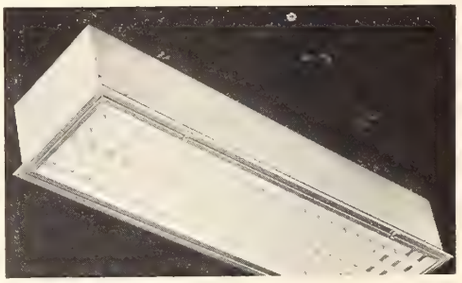
Postwar Products

The company plans a number of new postwar products, however. One, an ozone generator based on a quartz tube emitting ultra-violet light, is expected to be on the market in April. Germ and odor destruction are effected by two different agents—the ultra violet light and the ozone created by that light. Cost to theatres up to 500 seats is expected to be about $100. Another development will be an entirely new type of fire safety control, based on a war-created electrical conductor that changes its resistance enormously with increase in temperature, and can be set to close projection room

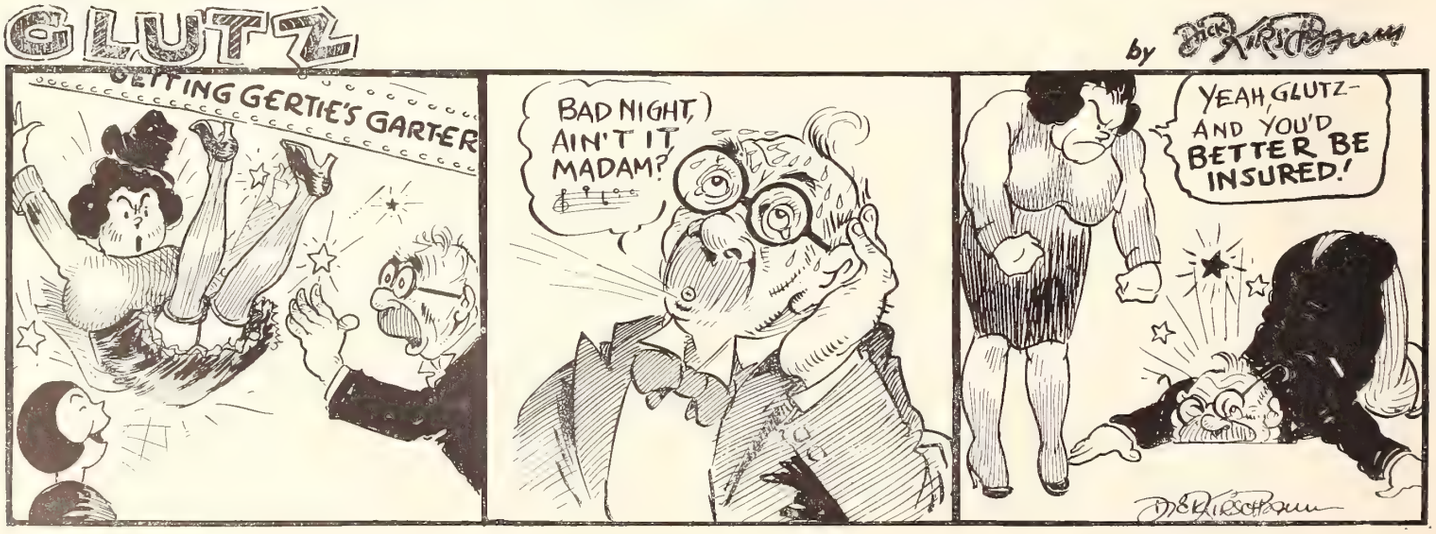
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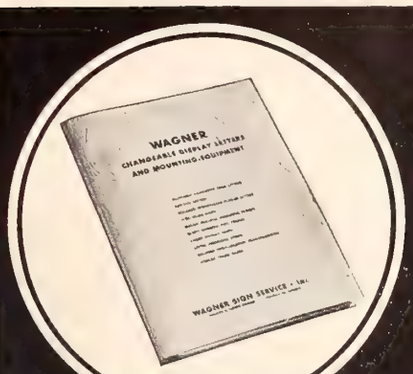


New rectifier, ready for delivery as of April first.



All-Bright Electric's new fluorescent fixture for ceiling mounting.





HAVE YOU WRITTEN FOR YOUR COPY OF THIS CATALOG OF SHOWMANSHIP?

Write today for your free copy of the big new catalog on the entire Wagner line of display equipment which focuses attention on a theatre, cashes in on fronts, marquees and lobbies, sells every attraction as a big event.



WAGNER TRANSPARENCIES AND TRANSPARENCY FRAMES

Inject the compelling power of brilliant, full colored photographic realism in marquee and lobby displays. Available on all stars and in any size, to fit Wagner Transparency Frames, which in turn fit any Wagner Master Multiple Frame. Shadow boxes are available to fit any transparency frame or may be made by your sign man.



WAGNER'S SENSATIONAL NEW WINDOW-TYPE MARQUEE FRAME

(Pat. Pending)

Permits billing space of any height or length. Installed separately before the glass. Accommodates the largest letters and lifesize transparencies. Lamps, neon and glass can be cleaned or replaced without removing frames . . . No flimsy soldered parts . . . No shopwork necessary in the event of glass breakage. The most economically maintained frame made.

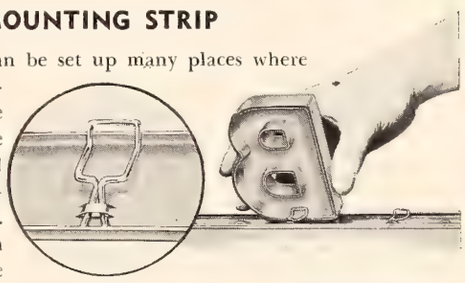
WAGNER LOBBY DISPLAY UNITS

Made of white enamel finished sheet steel in standard sections 7″ high by 24″, 36″ and 48″, which can be combined for any length. Easily installed, Wagner slotted plastic letters can be mounted on the bars in the middle, firmly held in standee positions at the top or suspended from the bottom by clips. Price per lineal foot visible opening, including frames, opal glass, sockets, wiring, wall plate, top and bottom mounting rail, but less lamps, $6. End pieces included at no extra cost on displays 8′ or longer.



WAGNER MOUNTING STRIP

Wagner Plastic Letters can be set up many places where no other display equipment could possibly be used, by using the white enamel finished sheet steel mounting strips. No special wiring is necessary. Drilled for mounting on top of any wood surface or fastening on the under side with the letters used in suspended position.



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No other equipment affords such a vivid display. Gorgeously brilliant when light shines through them, they assume a sharply silhouetted third dimensional effect by day. 4″, 10″ and 17″ sizes in assorted, beautiful, non-fading colors (red, green, blue, amber and opaque black) that go all the way through, cannot chip or scale, never require painting. For use on the marquee or in Wagner Lobby Displays.



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MAINTENANCE CLINIC

Some ABC'S of AIR CONDITIONING

. . . A Non-Technical Outline of What the Different Kinds of Apparatus Do, and How They Do It

SIX DIFFERENT things are done to the air in a complete conditioning system. Cooling is only one of them. Not all theatre systems are complete. Some of the six operations may be omitted for economy's sake. The complete installation modifies the air in these ways:

Changes its temperature.
Changes its moisture content.
Removes its dust.
Mixes it with fresh air from outdoors.
Circulates it about the theatre.
Removes its germs and odors.

Apparatus for doing these things varies not only in structural detail but even in method of operation. There is often more than one way of achieving the same result.

Cooling

Two different methods may be used in cooling air. One involves mechanical refrigeration. The other takes more direct advantage of the cooling effect created by evaporating water. This latter, being simpler, will be considered first.

Water can be made to evaporate by warming it but also—and very effectively—by spreading it out to increase its surface area. Water left to stand in a glass will not all dry out for days or weeks, even in the hottest summer weather; if the same amount is soaked into a cloth which is then spread to dry the water will be gone in a few hours. The cloth distributes it over the enormous surface area provided by all the threads and fibers and it can evaporate from all points simultaneously. In the glass everything below the top layer must wait its turn.

In evaporative cooling "cells" of fibrous material may be provided; the water trickles through this and, clinging to the fibers, is divided into a multitude of separate streams with a corresponding increase in the amount of surface exposed. Sprays may be used instead, the liquid being split into tiny drops, from all of which evaporation proceeds simultaneously; or there may be a combination arrangement in which the spray is directed against a fibrous surface, the water trickling down.

In these systems incoming warm air is made to mingle very intimately with the spray or trickling water or both. Warmth also promotes evaporation.

The cooling effect thus produced reduces the dry bulb temperature of the air.

This system of cooling has strict limits. If the incoming air is very humid the cooling effect will be small since evaporation does not take place when air already holds all the water it can, and only to a slight extent when it is nearly saturated. The method is widely used, however, in dry climates, and also where large supplies of really cold well water are available. When it is used in other locations the water may be circulated through mechanical refrigeration equipment, or less drastically treated in cooling towers.

Refrigeration

Refrigerating apparatus has four essential parts: an evaporator, a compressor, a condenser and an expansion valve. These constitute a closed system inside which refrigerant circulates.

Many common substances can be used as refrigerants, including ammonia and chloroform. Refrigerants that are presented to the public under trade names usually are low-boiling hydrocarbons or halogenated hydrocarbons. In every case they are substances that evaporate readily at low temperature. As it goes round its path inside the apparatus the refrigerant changes from a liquid to a gas and is condensed back to a liquid again.

Most of the evaporation occurs in the evaporator, and it is in this unit that the refrigerating or cooling action takes place. As the liquid turns into a gas it chills the coils or pipes through which it flows; they in turn cool the incoming air, or the water which is later used to cool air.

The refrigerant leaves the evaporator in gaseous form, and must be changed back to a liquid so it can go through the same process again. To accomplish this, it is first put under pressure by the compressor, which may be either a piston-and-cylinder device or of the rotary type, thence it proceeds under high pressure to the condenser. It is also quite hot as a result of the compression.

A gas under high pressure is easily converted to liquid. (The opposite also is true; liquids under low pressure turn readily to gas; everyone has read that cooking is impossible on very high mountains because water boils without becoming hot.) The gas in the condenser, its pressure being high, can be converted to liquid by a cooling coil carrying ordinary tap water, or even by air at summer temperatures.

From the condenser the liquid refrigerant goes to the expansion valve. Here it is suddenly released from pressure. Immediately that happens it begins to evaporate; and begins to cool itself by so doing. It then enters the evaporator, where it continues to evaporate, cooling the coils through which it flows and thus exercising a refrigerating action on air or water in contact with those coils. Thence it passes again to the compressor, and so on, round and round.

De-Humidifying

The effective humidity of air—that which is felt by human beings as comfort or discomfort—is always relative to the temperature. It is therefore called relative humidity, inasmuch as the colder air becomes, the less moisture it can hold. Thus, air entering the theatre through the system may be carrying no more moisture than before it was cooled, but by the fact that its temperature is lower it is nearer to the point of holding all it can. Hence, it no longer takes up perspiration as readily as it should, and the effect upon the audience is that of a chill, clammy dampness, highly unpleasant.

The theatre is always warmer than the chamber in which the air is undergoing conditioning, because of the really large amounts of heat radiated by the bodies of the audience. Many air conditioning systems therefore do not use special, additional, dehumidifiers. The air may enter the theatre at a high relative humidity in some of these system, but it promptly warms up and its relative humidity declines proportionately. A degree of dehumidifying accompanies all cooling. Where cooling coils are used, condensation takes place on these coils, surplus moisture running down into a pan or other receptacle to be drained away. In evaporative cooling systems the water spray or dripping fibers take up and carry off the excess.

More positive de-humidifying is effected

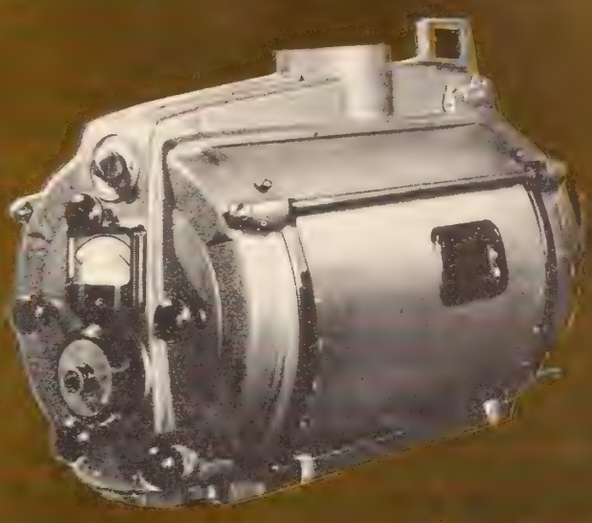
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UNIONS WAIVE OVERTIME TO HELP RED CROSS



OFFICIALS of the International Alliance of Theatrical Stage Employes agreeing to waive any overtime pay which might result from the industry's participation in the Red Cross drive. The action was taken with consent of Richard F. Walsh, national head of the IATSE. Seen left to right are H. Gelber, President of Local No. 306; Nathanial Doragoff, Business Agent of Local No. 306; Richard Hayes of Westchester Local No. 650; Richard Walsh; William A. White, General Manager and Vice-President of Skouras Theatres and New York State Regional Chairman of Red Cross drive; Major L. E. Thompson of RKO, John McDowell of Stagehands Union No. 1 and Thomas Murtha of Stagehands Union No. 4.

Your Picture Can Be Twice As Bright



Simplex HIGH

PROJECTION ARC LAMP

Delivers the snow-white light absolutely essential to the satisfactory projection of Technicolor pictures

A low cost high intensity projection arc designed especially for theatres heretofore restricted to the use of the low intensity lamp because the operating cost of previous high intensities has been prohibitive.

The Simplex High delivers twice as much light as any low intensity lamp.

The light of the low intensity lamp is yellow by comparison and changes the color values of the film when projected to the screen.

The name Simplex assures you that this is a product of the best engineering brains in the industry.

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"THERE'S A BRANCH NEAR YOU"

Maintenance Memos *for* PROJECTIONISTS

APR. 1

Examine tube prongs and socket contacts of all tubes for dirt, for signs of arcing or poor contact.

APR. 2

Check back-screen speaker connections for tight, uncorroded contact; fuses (if any) for heating.

APR. 3

Test each loudspeaker unit INDIVIDUALLY for volume, quality and rattle-free operation.

APR. 4

Test volume controls. Correct or replace any that are not COMPLETELY noiseless in operation.

APR. 5

Are projection, sound optical surfaces CLEAN—mirrors free from defects of silvering?

APR. 6

Is rectifier cooling fan behaving normally? Rectifier operating at the proper temperature?

APR. 7

Test fire shutters of projectors for reliability; check action of port safety shutters.

APR. 8

Check readings of tube meters; replace tubes as necessary for quality and reliable operation.

APR. 9

Is your stock of spare parts COMPLETE? Have you enough carbons—for ALL needs?

APR. 10

Is sound track alignment the best possible to avoid sprocket hole and frame line noise?

APR. 11

Examine carbon jaws in all lamphouses. Sandpaper as necessary to remove all roughness.

APR. 12

Listen to sound critically; any flutter or wows? Remedy cause in soundhead or projector.

APR. 13

Using a watch, check the starting time of both projector motors. Have they slowed down?

APR. 14

Watch the screen carefully during showing of titles for even slight travel ghost.

APR. 15

Examine the asbestos covered leads to all lamphouses. Are they still in good condition?

APR. 16

Rotate the pre-focussed exciter lamps into operating position. Are they in perfect focus?

APR. 17

Examine projector and soundhead gears; order replacements in advance if any are seriously worn.

APR. 18

Inspect tungar rectifier tube filaments. Replace all tubes that show any serious filament sag.

APR. 19

Check film guides, tension shoes, idlers, aperture plates, for wear. Order replacements now.

APR. 20

Examine all sprocket teeth in projector and soundhead for signs of wear and undercutting.

APR. 21

Check all motor-generators for cool bearings, commutator condition, freedom from sparking.

APR. 22

Check ALL soldered contacts in sound equipment and wiring. Are connections tight, uncorroded?

APR. 23

Examine all sound and power switches. Clean them, remove any pitting, and re-adjust as needed.

APR. 24

Is the takeup action smooth, and correct; the belts or chains taut and not excessicely worn?

APR. 25

Check all oil cups, oil reservoirs, grease cups, other lubricating points. Lubricate as needed.

APR. 26

Test each loudspeaker unit INDIVIDUALLY for volume, quality and rattle-free operation.

APR. 27

Test volume controls. Correct or replace any that are not COMPLETELY noiseless in operation.

APR. 28

Are projection, sound optical surfaces CLEAN—mirrors free from defects of silvering?

Learn to Understand Their Language

A Glossary of Air Conditioning Words and Phrases Used by Consulting Engineers*

Adiabatic: An adjective descriptive of a process in which no heat is added to or extracted from the system executing the process.

Air Cleaner: A device designed for the purpose of removing air-borne impurities such as dusts, fumes and smokes. (Air cleaners include air washers and air filters.)

Air Conditioning: The simultaneous control of all or at least the first three of those factors affecting both the physical and chemical conditions of the atmosphere within any structure. These factors include temperature, humidity, motion, distribution, dust, bacteria, odors and toxic gases, most of which affect in greater or lesser degree human health or comfort.

Air Washer: An enclosure in which air is forced through a spray of water in order to cleanse, humidify, or dehumidify the air.

Anemometer: An instrument for measuring the velocity of moving air.

Baffle: A plate or wall for deflecting gases or fluids.

Blast Heater: A set of heat transfer coils or sections used to heat air which is drawn or forced through it by a fan.

Boiler Heating Surface: That portion of the surface of the heat-transfer apparatus in contact with the fluid being heated on one side and the gas or refractory being cooled on the other, in which the fluid being heated forms part of the circulating system; this surface shall be measured on the side receiving heat. This includes the boiler, water walls, water screens, and water floor.

Boiler Horsepower: The equivalent evaporation of 34.5 lb. of water per hour from and at 212 F. This is equal to a heat output of 970.3 x 34.5 = 33,475 BTU per hour.

British Thermal Unit: A unit of energy defined in terms of the international steam-table calorie through the convenient relation 1 BTU per pound per degree Fahrenheit = 1 cal per gram per degree Centigrade. It is approximately the quantity of heat required to raise the temperature of 1 lb. of liquid water from 63 to 64 F.

By-pass: A pipe or duct, usually controlled by valve or damper, for conveying a fluid around a main control valve or damper.

Calorie: (Large calorie or I.T. kilocalorie) is equal to 1000 international steam-table calories = 1/860 international kilowatt hour. For practical purposes it may be considered as 1/100 of the heat required to raise the temperature of 1 kilogram of water from 0 to 100 C.

Central Fan System: A mechanical indirect system of heating, ventilating, or air conditioning, in which the air is treated or handled by equipment located outside the rooms served usually at a central location, and is conveyed to and from the rooms by means of a fan and a system of distributing ducts.

Chimney Effect: The tendency in a duct or other vertical air passage for air to rise when heated, owing to its decrease in density.

Coefficient of Heat Transmission: The amount of heat (BTU) transmitted from air to air in one hour per square foot of the wall, floor, roof or ceiling for a difference in temperature of 1 F between the air on the inside and that on the outside of the wall, floor, roof or ceiling.

Comfort Air Conditioning: The process by which simultaneously the temperature, moisture content, movement and quality of the air in enclosed spaces intended for human occupancy may be maintained within required limits.

Comfort Line: The effective temperature at which the largest percentage of adults feels comfortable.

Comfort Zone (Average): The range of effective temperatures over which the majority (50 per cent or more) of adults feel comfortable. Comfort Zone (Extreme): The range of effective temperatures over which one or more adults feel comfortable.

Concealed Radiator: A heating device located within, adjacent to, or exterior to the room being heated but so covered or enclosed or concealed that the heat transfer surface of the device, which may be either a radiator or a convector, is not visible from the room. Such a device transfers its heat to the room largely by convection air currents.

Conductance: The amount of heat (BTU) transmitted from surface to surface in one hour through one square foot of a material or construction, whatever its thickness, when the temperature difference is 1 F between the two surfaces.

Conduction: The transmission of heat through and by means of matter unaccompanied by any obvious motion of the matter.

Conductivity: The amount of heat (BTU) transmitted in one hour through one square foot of a homogenous material 1 in. thick (or 1 ft.) for a difference in temperature of 1 F between the two surfaces of the material.

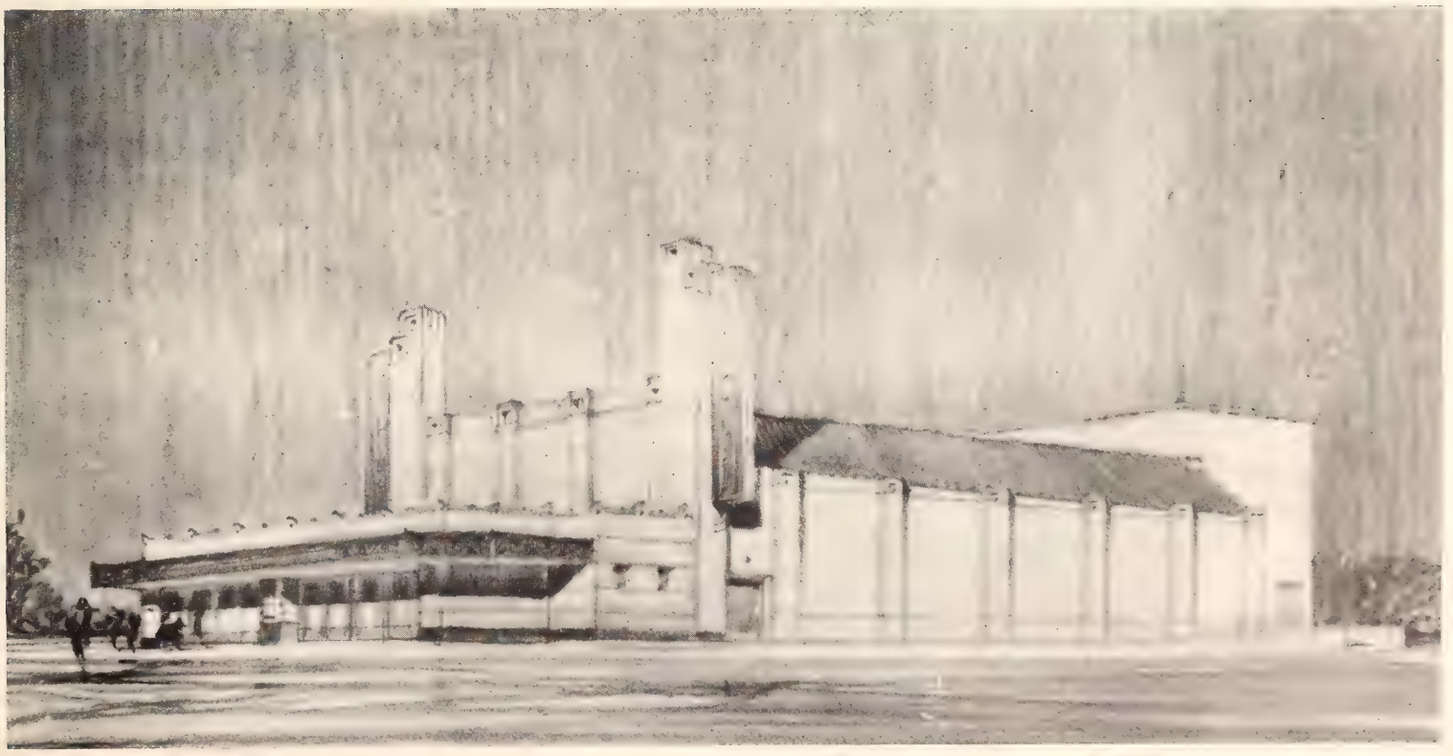
Conductor (Heat): A material capable of readily conducting heat. The opposite of an insulator or insulation.

Convection: The transmission of heat by the circu-

(*Continued on Page E-24*)

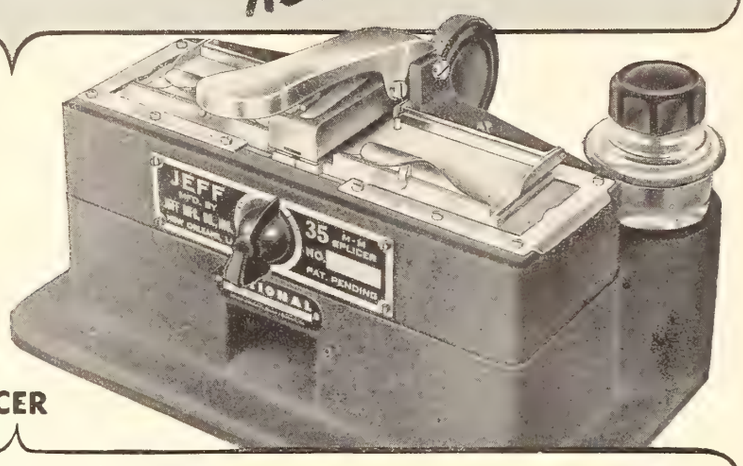
**Reprinted, by permission, from the "Heating, Ventilating and Air Conditioning Guide, 1945," a publication of the American Society of Heating and Ventilating Engineers.*

New Theatre for the Middle West



Architect's Conception of Leo Spitzer's New Bellevue Theatre, Bellevue, Ohio.

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FILM SPLICER

Check these Outstanding Features

- Cuts and splices film without loosing a frame
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"THERE'S A BRANCH NEAR YOU"



Precision reflectors for replacement in all types and makes of projection arc lamps. For sale by most Independent Theatre Supply Dealers.

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AND DOES with a
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SIOUX CITY, IOWA
JOLLY TIME
AMERICA'S FINEST
POP CORN
SEASONING

ADVISORY COUNCIL

(*Continued from Page E-5*)

in B and C houses only; another "only if great care is taken not to fill up the perforations; still another, "only if the work is done by experts." And some thought re-surfacing should be limited to small houses where low gross returns make economy imperative.

Others gave a flat, emphatic "No" to the question. They divided into two groups; those who preferred painting and those who wanted neither painting nor re-surfacing, in any theatre.

We then asked those who favored re-surfacing how many times they would do it before replacing the screen with a new one—and again got varying answers!

Said one member: "No limit to the number of applications if properly applied or applied in a manner that does not reduce diameter of holes in the screen. The only dependable method we have found is to apply re-surfacing material with an automatic spray, thus producing an even coat without overlapping and one that is flat white without a sheen."

But another Council member who also approves re-surfacing says: "In my opinion a screen can stand only one treatment." The danger of trying more than one, in this member's opinion, is that "the sound offered to patrons would be of such low quality as to be unbearable."

Taking a stand mid-way between, another member thinks the limit is two or three treatments. Other answers included such as estimates as 6 or 8 treatments.

But one member added:

"The number of times a screen can be re-surfaced depends upon the amount of pigment which has entered the screen perforations. Once the perforations begin to clog, high frequency reproduction from the speaker system is rapidly attenuated."

Another also tried to reconcile this difference of opinion by contributing: "It depends on how well the job is done."

The brave new world of postwar improvements was brought into the picture through references to a new screen re-surfacing device, which was said to produce "a more uniform and competent job"—in addition to eliminating manual problems previously encountered in the application of re-surfacing materials. With respect to this development, however, many members reserved their comment.

The plastic screen—brought forward just before the war but tested in widespread use only through the critical years —was also cited as a definite improvement by some members. But discussion of plastic screens among those who favored them brought out a subsidiary difference of opinion. One view was that "they can be maintained, cleaned or even washed" very successfully; while the opposition contended that in the case of the plastic screen these processes are "more complicated" than with older types.

Nampa, Idaho. W. E. Lees of Ontario, Ore., is building a new $75,000 *Pix Theatre at* 210 *Twelfth Ave. South, seating* 700 *for second run policy.*

Spencer, W. Va. Henry C. Woodyard, president of Woodyard Publications, is building a new 600 seat theatre on Main Street to be leased and operated by the A and M Corp., of Logan, West Va. Wm. Thalheimer is president of the operating firm.

NEWS IN A NUTSHELL

(*Continued from Page E-12*)

shutters and cut off the power line long before flame temperatures are reached.

Other new postwar products, never before known, also are actually on the market.

Thus, National Theatre Supply now have a changeable letter marquee sign in which not only the letters but the bars on which they mount are rust-proof plastilc. The letters are so designed that they produce a novel, three-dimensional effect.

All-Bright Electric Products Company of Chicago is delivering a new recessed fluorescent fixture in two designs.

And so on.

Brave New World

The more revolutionary improvements so confidently predicted for the postwar era, although not ready for delivery tomorrow morning, are definitely out of the laboratory stage and in the development stage.

American Optical Company has a new coated glass that serves as mirror and also as a transparent medium—both at the same time. This technique in coating glass is now being developed for use in projection lenses. A related innovation, the work of Jim Gibbons of Warner Brothers' studio, is currently in use—a coated glass that makes possible matching the intensity of sunlight streaming into an interior set with the lighting inside, for better photography. Gibbons' coated glass constitutes the window panes. Hooker Company, of Chicago, is in production on a heat-absorbing glass for theatre use.



DeVry's New Sales Manager

William R. Sokel

Western Union has a completely new light source intended to replace the carbon arc, as reported in STR for March 16th, and the theatreman can buy that light source right now. But he would have to adapt it to projection equipment himself. A modified development of this light, ready to install in the projection room, is expected to be on the market in about one year, according to W.U.

OPA is the principal factor still delaying large-scale appearance of television, Dr. Allen B. Du Mont, president of Du Mont Television Laboratories, Inc., told the SMPE two weeks ago.

Bell Telephone Laboratories are improving sound equipment design with the help of a new "tone synthesizer" which duplicates the characteristic tones of the human voice and musical instruments without any recording, merely by means of electronic circuits. With the help of this device the investigators have learned more about sound than was ever known before, including the strange fact that the pitch, loudness and quality of a tone are to some degree dependent on each other, not independent factors as had been thought. Further investigation is expected to reveal new tones, of artistic usefulness, that are not now used because no available musical instruments can create them.

And Dow Corning Corporation's silicon rubber, which retains its resiliency up to temperatures of 500° F. and can insulate 1,100 volts for each 1/1,000th inch of its thickness, is now available in commercial quantities whenever manufacturers of theatre equipment want to use it in their own production.

Men in Motion

Lieut. William R. Sokel, recently released from the Navy, has been appointed sales manager of DeVry's 35-mm. Motion Picture Division it was announced jointly by W. C. DeVry, president and H. Bob Engel, general sales manager. Mr. Sokel graduated from Rensselaer Polytechnic Institute of New York with an Electrical Engineering Degree, and prior to the war served as Instrumentation and Sales Engineer with the Brown Instrument Division of the Minneapolis Honeywell Regulator Co.

His duties with the Navy included the

(*Continued on Page E-20*)



No, we don't really think anyone's booth equipment looks like this. But a lot of it is feeling pretty worn after the terrific grind of the last few busy years.

Whether you're trying to get the last full drop of service from your old booth equipment—or doing your best to keep a comparatively new installation in tiptop condition—you can best accomplish your aim with an RCA Service and Parts Replacement Contract.

Regularly scheduled checkups by an RCA Service Representative will put your equipment in first-class condition—and *keep it there.* Assure against expensive repairs and costly replacements with RCA's "*Seven Benefits That Spell Service*"—at a cost equivalent to only a few admissions a day. For full details, write: RCA Service Co., Inc., Dept. 78-C, Camden, N. J.

Seven benefits that spell Service

Scheduled Checkups
Emergency Service
Regular Maintenance
Valuable Technical Data
Insures Peak Performance
Complete Parts Replacements
Emergency Sound Systems

RCA SERVICE COMPANY, INC.
A SERVICE OF RADIO CORPORATION OF AMERICA

NEWS IN A NUTSHELL

(*Continued from Page E-19*)

design, procurement and distribution of all types of motion picture sound projection equipment for the U. S. Navy, Marine Corps and Coast Guard. In this capacity he was recognized throughout the theatre equipment industry as a top authority on sound and picture projection equipment.

In his new executive post, Mr. Sokel will work in close harmony with DeVry Theatre Supply Dealers and DeVry Field Service Engineers throughout the United States. He can be contacted at DeVry's main office and factory at 1111 Armitage Avenue, Chicago 14, Illinois.

Other recent DeVry personnel changes include appointment of Norman D. Olsen, Jr. as Assistant Export Manager and promotion of L. M. Anderson to the post of 16-mm. Industrial Sales Manager.

Mr. Olsen was recently released with the rank of Sergeant from the Army Air Force, in which service he spent three years with the 7th Airdrome Squadron at Guadalcanal, New Guinea and the Philippines. In his new position he will assist his father, Norman D. Olsen, Sr., export manager, in handling the increasing volume of sales from the 68 foreign countries in which DeVry motion picture equipment is sold.

Mr. Anderson brings to his new duties a rich background covering over 10 years of sales experience in 16-mm. motion picture equipment and allied products. Prior to the war, he served as DeVry's Southeastern District Sales Manager, with headquarters in Atlanta, as well as District Sales Manager in Minnesota and the Dakotas. During the war years he served as DeVry's chief expediter and assistant production manager, and his work in these capacities had much to do with the awarding to DeVry of five consecutive Army-Navy "E" Flags.

Automatic Devices Company, Allentown, Pa., has welcomed back Master Sergeant Abram Samuels, 3rd, U. S. Army Engineers, after 42 months of service.

Captain Frank H. Riffle of the Signal Corps has returned to Altec Service Corporation's Cincinnati District after 32 months overseas in the Mediterranean and European areas, where he contributed to numerous improvements in electronic equipment and re-designed and put into operation several new types of apparatus.

Back to Altec Service, Cincinnati



Capt. Frank H. Riffle

Released from RCA's Government Group on Radar, Sonar, and other special activities for the Navy, a number of "old timers" who have been connected with the theatre industry since the early days of sound were appointed field service supervisors by RCA Service Company's president, E. O. Cahill. The new supervisors and their territories include J. W. Watson, New York; C. L. Swinney, Atlanta; H. E. Frisbie, Cleveland; E. T. Brown, Chicago; E. D. Van Duyne, Kansas City; S. E. Baker, Dallas; R. E. McKinstry, San Francisco; H. M. Madison, Los Angeles; and A. S. Riley, New Orleans.

Now with Radiant Mfg. Co.



Harry S. Millar

Harry S. Millar, for the past three years Director of the American Red Cross Hospital Motion Picture Service for the North Atlantic Area, has been appointed Eastern District Manager for Radiant Manufacturing Company, makers of projection screens.

Chicago Theatre Supply Company has a new president, M. J. Yahr, formerly of RCA's Indianapolis factory.

L. Scott Tiffany is receiving congratulations on the sixtieth anniversary of his service with O. W. Richardson Rug Company, suppliers of theatre carpets.

Paul L. Nathanson, partner of J. Arthur Rank of London, England, has joined with Ampro Corporation to form a new distributing organization which will sell and service Ampro 16-mm. equip-

NOW READY FOR IMMEDIATE DELIVERY
BULB RECTIFIERS
SUPER MCS RECTIFIERS
*PROJECTION ARC LAMPS
and SCREENS
*Slight delay on Lamp deliveries
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All Reflectors Gradually Deteriorate
—to a state where replacement cost becomes insignificant since a drop of only 10% in the reflective efficiency of your mirror results in a corresponding decrease in screen brilliancy, and represents a loss amounting to 10% of the cost of your current and carbons.
Replace yours now with new, genuine
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STRONG COPPER OXIDE AND TUBE TYPE RECTIFIERS
For converting A.C. to D.C. as the ideal power supply for projection arc lamps.
Low original, operating and maintenance costs. Quiet operation.
Distributed through leading independent theatre supply dealers.
THE STRONG ELECTRIC CORP.
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The World's Largest Manufacturer of Projection Arc Lamps

ment in Canada and Newfoundland. The new company, Telephoto Industries Ltd., has its headquarters at 1195 Bay Street, Toronto. C. RAY HARNETT, Canadian authority on 16-mm., has been appointed general manager.

E. O. Kollmorgen, formerly executive vice-president of Kollmorgen Optical Corporation of Brooklyn, has been named president, succeeding George L. Haas. Dr. John L. Maulbetsch, production and engineering vice-president, becomes vice-president and general manager. William A. Rudd, comptroller, becomes treasurer of the company. Dr. Frederick L. G. Kollmorgen, chairman of the board, will retire.

RCA announces that W. W. Gilreath, well known to motion picture exhibitors in the New Orleans area for his work as an RCA Service Company representative before the war, has been appointed District Service Manager for the company in the Dallas District.

Gilreath, at present Field Supervisor, will assume his new duties about February 1st, the company announced. He will relieve C. E. Johnson, who will join the company's home office staff in Camden.

During the war years, Gilreath was transferred from theatre service activities to war work on the installation of radar and other electronic equipment for the Navy, serving overseas.



Joins National Theatre Supply, New York

Lt. Harry L. Plunkett

Staff personnel of Dominion Sound Equipments Ltd. who have recently returned to work after serving with Canada's armed forces include D. E. Daniel, Royal Canadian Air Force, now in the sales department at Winnipeg; C. C. James, Royal Canadian Air Force, now installation and service engineer in Edmonton; C. T. New, Royal Canadian Volunteer Reserve, now installation and service engineer in Vancouver; G. M. Tittensor, Royal Canadian Volunteer Reserve, now with the company's operating department in Montreal; and J. H. Wanamaker, Royal Canadian Air Force, D. K. Bedford and E. M. Fox of the Royal Canadian Navy Volunteer Reserve, all now employed in the merchandise department at the home office.

But of 18 former employes of S.O.S. Cinema Supply Corporation who served in the war, only 16 have been welcomed back. The other two were killed in action. First Lt. Monroe Samsalig met his death during the invasion of France on D Day plus three. A member of the N. Y. National Guard, Lt. Samsalig was called up in August 1940. He served in the South Pacific Campaigns and through his valor was commissioned an officer. He returned to the U. S., and could have remained as Combat Instructor but requested overseas service. . . . Flight Officer Joseph Liguori was brought down by anti-aircraft fire over Germany and his glider crashed, killing him and the other occupants of the machine during the Battle of the Bulge.

ABC'S OF AIR CONDITIONING

(*Continued from Page E-14*)

by causing the air to pass over materials such as calcium chloride or silica gel, which have the property of absorbing water. Some of these materials, crystals or powders, need only be sprinkled into an open pan and in a little while they disappear, dissolved in the pool of moisture they have collected out of the air. They can be recovered and used again by boiling off the water.

Dust Removal

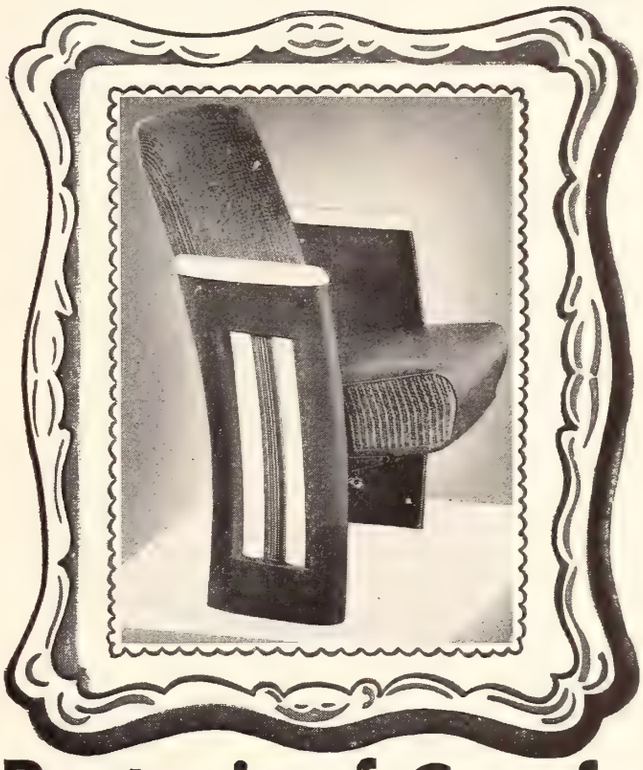
Dust, pollen, lint and other coarse contaminating matter is removed from the air by causing it pass through filters of fibrous material. Some of these when they become clogged can be washed and used again. Some are coated with sticky material which helps catch even very fine particles.

In evaporative conditioning, the water spray or trickling washes the air; dust and so on are carried away with the water.

Electronic precipitators work on the principle that opposite charges attract. The air is first blown past metal plates which carry a high-voltage electric charge of one polarity—a d.c. charge. The dust particles that touch these plates or even come close to them acquire the same charge. The air then proceeds past plates charged to the opposite polarity—and the particles adhere to them, remaining there until washed away. Even germs are trapped in this way.

Odors, however, are not necessarily removed from the air by any of these means.

(*Continued on Page 22*)



A Portrait of Comfort

You Can Get Quick Delivery on IDEAL CHAIRS

The Chairs You Sit IN — Not ON

• You sink into the deep cushions as in your comfortable lounge chairs at home, relaxing in perfect posture.

That's why Ideal chairs soon pay for themselves in the added business they attract.

• Four modernly handsome, distinctly different lines to meet every budget and every need, each "built to excel . . . not just to compete".

• Seating arrangements which insure maximum comfort and visibility, engineered for theatre owners and architects without obligation.

An Ideal dealer near you has samples on display.

IDEAL SEATING COMPANY

GRAND RAPIDS, MICHIGAN

EXPORT OFFICE: 330 West 42nd Street, New York City

Attention: J. E. Robin

ABC'S OF AIR CONDITIONING

(*Continued from Page E-21*)

If the chemical responsible for the odor is very soluble in water, it may be caught by the spray in evaporative conditioning; but odorous materials are not always that soluble. Disease-causing viruses, which are vastly smaller than germs, also may not be removed.

Ventilation

No commercial conditioning system restores used-up oxygen or removes excessive carbon dioxide, hence the air must be changed. Ventilation is needed as well as conditioning.

For economy's sake conditionined air is often re-circulated. To pass cooled air through the theatre once and then release it outside is a little like trying to cool all outdoors. The custom is to use the air more than once, adding some fresh air to it each time around. This procedure, however, calls for special precautions with respect to odors, which tend to build up, and perhaps also with respect to germs and viruses.

Simple spray and blower systems often do not resort to re-circulation. First cost and operating costs being lower than those of more complex apparatus, and the cooling in some locations being slight, so that air recovered from the theatre may be practically as warm as outside air, re-circulation becomes of much less importance. These systems may act on a continuous supply of fresh air, which is passed through the theatre only once—a method gets away entirely from any problem of accumulating odors.

Circulation

There are unit air conditioning equipments which involve no duct-work. They are placed at suitable intervals about the theatre; a pump draws warm air through a grill at the bottom, conditions it, and voids it cooled through another grill at the top. Being colder than the air in the house, it diffuses only a short distance before it sinks. Eventually, somewhat warmer, it is drawn back through the lower grill to be cooled again. These devices obviously cannot cover any large area with very much thoroughness. As many of them are used as the theatre needs for coverage, and when the attendance is low those located near empty rows of seats may be switched off as an economy measure.

Similar or identical devices may also be installed with ducts leading outdoors to bring in fresh air, and with short runs of inside duct-work to improve the distribution of conditioned air.

In either case the device must be connected to water and sewer pipes, and plugged in to a source of power. A compressor-condenser unit of this kind could also be designed for forced draft of air from outside and back outside, through separate ducts, the forced draft replacing the flow of water in the condenser—an arrangement similar to that used in air-cooled domestic refrigerators.

More elaborate installations commonly include a system of ducts pervading every part of the thetatre, to effect an even withdrawal of used air and an even distribution of the re-conditioned supply. Since this should be done without creating either drafts or hot pockets, diffusing devices are usually added at the duct outlets. This matter is covered in greater detail in a separate article.

Odor Elimination

Odors, small germs and viruses are the subjects of a number of devices, working on a number of different principles.

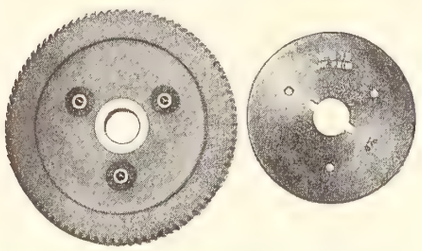
One set of such mechanisms releases chemical substances either into the theatre or into the air stream inside the conditioning system. Ozone, generated by electrical means, is one chemical used. Chlorophyll, the green material of plants, is another.

A second set of devices act by means of ultra-violet light. These also may be installed either in the theatre or inside the conditioning system. A portion of the oxygen of the air is converted to ozone by the ultra-violet bombardment, thus providing a kind of double action.

A third method adds nothing to the air, whether light or chemicals, but merely removes odors, also perhaps viruses. This method works on the gas mask principle, and like the gas mask requires the air to pass through granules of a very special kind of carbon. This carbon is microscopically porous to an extent that makes a sponge practically a solid by comparison. Contaminating gases are trapped in the carbon by adsorption—surface adhesion—while the air goes through; precisely as in the cannister of a gas mask. This method also can be applied by means of devices either mounted inside the conditioning system or installed in the theatre as entirely separate units. The latter of course have their own internal suction and exhaust fans.

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CHANGE OVER *both*
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★ Available for all projectors, new type Strong *Dual-Purpose Zipper* Changeover for both *Sight and Sound.* Sturdy construction plus simple action means less wear and longer life. Also Strong *Special* porthole model, and Strong *Zipper* projector-head model for sight changeover only. Essannay Electric Manufacturing Co., 1438 N. Clark Street, Chicago 10, Illinois.

Buy War Bonds

STRONG'S *Zipper* CHANGEOVERS
AN ESSANNAY ELECTRIC MANUFACTURING PRODUCT

NEW JANITOR SUPPLIES

A new and complete line of sanitary chemicals for janitorial supply use has just been announced by National Theatre Supply. It includes soaps, polishing wax, disinfectants, metal polish, gum remover, fabric cleaner, popcorn machine cleaner, bowl cleaner, window cleaner, fire extinguisher recharges, sprays and deodorant blocks. The new supplies will be available through all the company's branches.

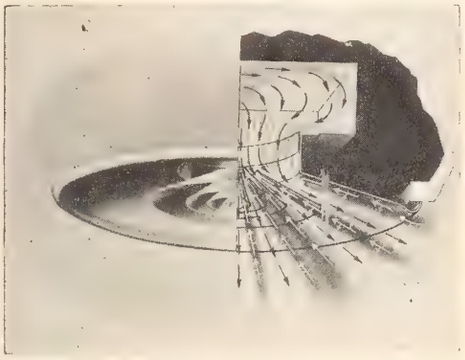
Sumter, S. C. Sam E. Reevin, owner of the Lyric Theatre, will soon build a new 600 seat theatre on East Liberty Street.

COOLING NOT ENOUGH

(*Continued from Page E-11*)

way that the passage of the supply air through them also siphons a series of counter-currents of theatre air back into the cones. These multiple counter-currents carry a quantity of theatre air equal to about 35 per cent of the supply air into the diffuser, where the two air streams mix thoroughly.

In this way, air of any duct velocity passing through this device is pre-mixed



Air-expansion within the cones converts the air velocity into a pressure blanket on the air below. At the same time supply air is pre-mixed with about a third its volume of theatre air before it is spread throughout the theatre in a series of slow-moving, pre-determined blankets—without drafts.

with theatre air and redistributed as a pressure blanket on the theatre air below. The series of cones forming the Anemostat discharge definite proportions of air into the theatre in all directions in a continuous blanket. This low-velocity air-diffusion, together with the air-mixing action, completely eliminates drafts: temperature and humidity are equalized throughout the theatre, the formation of stagnant air-pockets is prevented, and evaporation auras around the human body broken up.

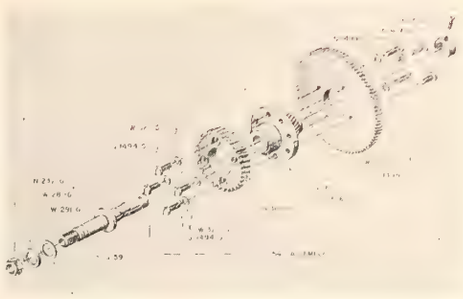
After exhaustive laboratory tests were carried out many years ago, and the results of Anemostat air-diffusion installations were studied, it was discovered that when theatre drafts are eliminated, less erratic operation of the thermostatic control results. Further, that perfected air-diffusion renders the atmospheric changes less noticeable. And lastly, that with properly diffused air, the number and size of the air ducts may be cut, allowing a substantial installation saving.

The Author



GEORGE R. WALLEN

Mr. Wallen, for twenty years a partner in the consulting engineering firms of Daniel, Moray & Wallen, and Daniel & Wallen, of New York City, has been responsible for many important public and private projects in the fields of heating, ventilation and air conditioning. Three years ago he became associated with the Anemostat Corporation of America as an executive engineer.



SOLVES AN OLD PROBLEM

THE MODERN "exploded view" technique is used in a new parts book designed to help Simplex E-7 users order replacement parts with ease and accuracy. The correct part number is listed in association with the "exploded view" of each assembly. Similar books covering Simplex Regular and Super projectors will be issued shortly. The books can be obtained through National Theatre Supply and can also be obtained, free and without obligation, by writing to SHOWMEN'S TRADE REVIEW.

Display Letters, Frames? —New Catalog Tells All

Comprehensive and thoroughly detailed information on changeable display letters and mountings is contained in a new five-color catalog just issued by Wagner Sign Service, Inc. Carefully made and easily understood line drawings, helped by photographs, tabulations and brief, explicit text tell the theatreman about silhouette letters, colored translucent plastic letters, railock letters, letter mounting strips, colored photographic transparencies, multiple mounting frames, window-type frames, lobby display units and related equipment. Readers can obtain a copy of the catalog free and without obligation by writing to SHOWMEN'S TRADE REVIEW.

Cape May, N. J. William C. Hunt, president of Hunt's Theatres, is working on plans for a new 1200 seat theatre.

~~ARCTIC NU-AIR~~

FRESH AIR IN MOTION

Delivers a complete change of 100% fresh outdoor air every 2½ minutes or less. Comfort cooling assured through proper distribution of air by Dual Deflectors.

Evaporative Kooler-aire

WASHED AIR IN MOTION

Cools, washes, cleans, filters—delivers complete change of fresh, cooled air every 2½ minutes or oftener. Dual Deflector equipped. Widely used in theatre cooling.

Cold Water Kooler-aire

FOR 55° WATER

If cold water is available, you can have finest cooling at lowest cost. Cold Water Kooler-aire has all the advantages of both washed air and mechanical refrigeration.

Refrigerated Kooler-aire

ULTIMATE IN AIR CONDITIONING

The complete refrigeration-type air conditioning system, cooling, dehumidifying and circulating the air. Pre-engineered packaged unit. Economical to own and to operate.

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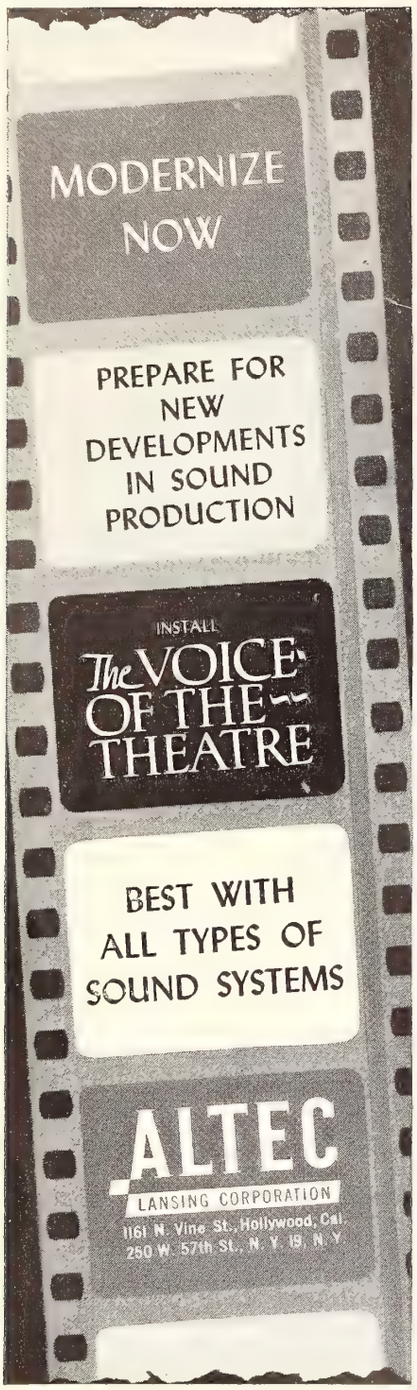
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(*Continued from Page E-17*)

lation of a liquid or a gas such as air. Convection may be natural or forced.

Convector: A heat transfer surface designed to transfer its heat to surrounding air largely or wholly by convection. Such a surface may or may not be enclosed or concealed when concealed and enclosed the resulting device is sometimes referred to as a concealed radiator.

Degree-Day: A unit, based upon temperature difference and time, used in specifying the nominal heating load in winter. For any one day there exists as many degree-days as there are degrees Fahrenheit difference in temperture between the mean temperature for the day and 65 F.

Dehumidify: To reduce, by any process, the density of water vapor within a given space.

Dehydrate: To separate or to remove water in all forms from matter. Liquid water, hygroscopic water, and water of crystallization or water of hydration are included.

Dew-Point Temperature: The temperature corresponding the saturation (100 per cent relative humidity) for a given moisture content.

Direct-Indirect Heating Unit: A heating unit located in the room or space to be heated and partially enclosed, the enclosed portion being used to heat air which enters from outside the room.

Direct-Return System (Hot Water): A hot water system in which the water, after it has passed through a heating unit, is returned to the boiler along a direct path so that the total distance traveled by the water is the shortest feasible, and so that there are considerable differences in the lengths of the several circuits composing the system.

Down-Feed One-Pipe Riser (Steam): A pipe which carries steam downward to the heating units and into which the condensation from the heating units drains.

Down-Feed System (Steam): A steam heating system in which the supply mains are above the level of the heating units which they serve.

Draft Head (Side Outlet Enclosure): The height of a gravty convector between the bottom of the heating unit and the bottom of the air outlet opening. (Top outlet Enclosure): The height of a gravity convector between the bottom of the heating unit and the top of the enclosure.

Drip: A pipe, or a steam trap and a pipe, considered as a unit, which conducts condensation from the steam side of a piping system to the water or return side of the system.

Dry: (A) To separate or to remove liquid water or water vapor from matter. (B) To separate or to remove any readily condensible vapor from other matter.

Dry Air: In psychrometric work, dry air is defined as air without water vapor. This state, though not obtained practically, is used as the basis of calculations.

Dry-Bulb Temperature: The temperature indicated by a standardized thermometer after correction for radiation, etc.

Dry Return: A return pipe in a steam heating system which carries both water of condensation and air. The dry return is above the level of the water line in the boiler in a gravity system.

Dynamic Head or Pressure: Same as Total Pressure.

Effective Temperature: An arbitrary index which combines into a single value the effect of temperature, humidity, and movement of air on the degree of warmth or cold felt by the human body. The numerical value is that of the temperature of still, saturated air which would induce an identical sensation of warmth.

Enthalpy: Enthalpy was formerly called heat content, sometimes total heat. It is a thermodynamic property which serves as a measure of the quantity of thermal energy convected by a fluid in steady flow. In a non-flow process the increase of enthalpy equals the quantity of heat absorbed provided pressure is constant. Specific enthalpy is the raito of total enthalpy to total weight, that is, enthalpy per unit weight of substance BTU per pound.

Entropy: Entropy is the ratio of the heat added to a substance to the absolute temperature at which it is added. It is a thermodynamic property which, for practical purposes, is best defined by stating its principal functions: (1) during a reversible adiabatic change of state, entropy is constant; (2) during a reversible isothermal change of state, the heat absorbed is equal to absolute temperature times change of entropy. Specific entropy is the ratio of total entropy to total weight, that is, entropy per unit weight, BTU per degree Fahrenheit per pound.

Equivalent Evaporation: The amount of water a boiler would evaporate, in pounds per hour, if it received feed water at 212 F and vaporized it at the same temperature and atmospheric pressure.

Estimated Design Load: The sum of the heat emission of the equivalent direct radiation to be installed plus the allowance for heat loss of the connecting piping plus the heat requirements of any auxiliary apparatus connected with the system.

Estimated Maximum Load: The load stated in BTU per hour or equivalent direct radiation that has been estimated to be the greatest or maximum load that the boiler will be called upon to carry.

Extended Heating Surface: See Heating Surface.

Extended Surface Heating Unit: A heating unit having a relatively large amount of extended surface which may be integral with the core containing the heating medium or assembled over such a core, making good thermal contact by pressure or by being soldered to the core or by both pressure and soldering. An extended surface heating unit is usually placed within an enclosure and therefore functions as a convector.

Fan Furnace System: See Warm Air Heating System.

Free Enthalpy: A thermodynamic property which serves as a measure of the availble energy of a system with respect to surroundings at the same temperature and same pressure as that of the system. No process involving an increase in avlable energy can occur spontaneously.

Fumes: Particles of solid matter resulting from such chemical processes as combustion, explosion, and distillation, ranging from 0.1 to 1.0 micron in size.

Furnace: That part of a boiler or warm air heating plnt in which combustion takes place. Also a complete heating unit for transferring heat from fuel being burned to the air supplied to a heating system.

Furnace Volume (Total): The total furnace volume for horizontal-return tubular boilers and water-tube boilers is the cubical contents of the furnace between the grate and the first plane of entry into or between tubes. It therefore includes the volume behind the bridge wall as in ordinary horizontal-return tubular boiler settings, unless manifestly ineffective (i.e. no gas flow taking place through it), as in the case of waste-heat boilers with auxiliary coal furnaces, where one part of the furnace is out of action when the other is being used. For Scotch or other internally fired boilers it is the cubical contents of the furnace, flues and combustion chamber, up to the plane of first entry into the tubes.

Gage Pressure: Pressure measured from atmospheric pressure as a base. Gage pressure may be indicated by a manometer which has one leg connected to the pressure source and the other exposed to atmospheric pressure.

Grate Area: The area of the grate surface, measured in square feet, to be used in estimating the rate of burning fuel. This area is contrued to mean the area measured in the plne of the to psurface of the grate, except that with special furnaces, such as those having magazine feed, or special shapes, the grate area shall be the mean area of the active prt of the fuel bed taken perpendicular to the path of the gases through it. For furnaces having a secondary grate, such as those in double-grate down draft boilers, the effective area shall be taken as the area of the upper grate plus one-eighth of the area of the lower grate, both areas being estimated as previously defined.

Heating Medium: A substance such as water, steam, air or furnace gas used to convey heat from the boiler, furnace or other source of heat or energy to the heating unit from which the heat is dissipated.

Heating Surface: The exterior surface of a heating unit. Extended heating surface (or extended surface): Heating surface consisting of fins, pins or ribs which receive heat by conduction from the prime surface. Prime Surface: Heating surface having the heating medium on one side and air (or extended surface) on the other.

Heat of the Liquid: This can usually be interpreted as the specific enthalpy of saturated liquid.

Hot Water Heating System: A heating system in which water is used as the medium by which heat is carried through pipes from the boiler to the heating units.

Humid Heat: Ratio of increase of enthalpy per pound of dry air to rise of temperature under conditions of constant pressure and constant humidity ratio.

Humidistat: A regulatory device, actuated by changes in humidity, used for the automatic control of relative humidity.

Humidity: Water vapor when mixed with dry air or other diluent gases. Absolute humidity is the weight of water vapor per unit volume of moist air, pounds per cubic foot. It can be calculated by dividing the humidity ratio, weight of water vapor per pound of dry air, by the volume of the mixture per pound of dry air. Relatfve humidity is the ratio of the partial pressure of the water vapor in the air to the saturation pressure of the pure water corresponding to the actual temperature.

Humidity Ratio: Weight of water vapor per pound of dry air. (Formerly called specific humidity.)

Hygrostat: Same as Humidistat.

Inch of Water: The pressure due to a column of liquid water one inch high at a temperature of 60 F.

Insulation (Heat): A material having a relatively high heat-resistance per unit of thickness.

Isobaric: An adjective used to indicate a change taking place at constant pressure.

Isothermal: An adjective used to indicate a change taking place at constant temperature.

Latent Heat: Latent heat is the heat required to produce a change of state at constant temperature. The most general interpretation is heat absorbed at constant temperature. More specifically the latent heat of vaporization is the difference between the specific enthalpies of saturated vapor and saturated liquid at the same temperature (and, for a pure substance, the same pressure). Latent heat of sublimation is the difference between the specific enthalpies of saturated vapor and saturated solid at the same temperature. Latent heat of fusion is the difference between the specific enthalpies of saturated liquid and saturated solid at the same temperature.

Laws of Thermodynamics: The Law of Conservation of Energy states that energy, in any of its forms, can neither be created nor destroyed. As a corrollary to this, the First Law of Thermodynamics states that in any power cycle or refrigeration cycle the net heat absorbed by the working substance is exactly equal to the net work done. The Second Law of Thermodynamics states that a power cycle which absorbs heat at a single temperature and converts it wholly into work, as required by the First Law, is impossible; hence it is absolutely necessary to reject heat at some lower temperature if any work is to be done. The Second Law further prescribes the least possible quantity of heat that must be so rejected depending on the two temperatures involved.

Manometer: An instrument for measuring pressures;

essentially a U-tube partially filled with a liquid, usually water, mercury, or a light oil, so the amount of displacement of the liquid indicates the pressure being exerted on the instrument.

Mass: The quantity of matter, in pounds, to which the unit of force (one pound) will give an acceleration of one foot per second per second.

Mb,Mbh: Symbols which represent, respectively, 1000 BTU and 1000 BTU per hour.

Mechanical Equivalent of Heat: The conversion factor from BTU to foot pounds; J = 778.3 foot pounds per BTU. This is also referred to as Joule's Equivalent.

Micron: A unit of length, the thousandth part of one millimeter or the millionth of a meter.

Mol (Pound Mol): A weight in pounds numerically equal to the molecular weight of a substance. In the case of gases, and at not too high pressures, the volume of 1 mol is approximately the same for any gas at the same temperature and pressure. At 32 F and standard atmospheric pressure this volume is 358.65 cu. ft.

One-Pipe Supply Riser (Steam): A pipe which carries steam upward to a heating unit and which also carries the condensation from the heating unit in a direction opposite to the steam flow.

One-Pipe System (Hot Water): A hot water system in which the cooled water from the heating units is returned to the supply main. Consequently, the heating units farthest from the boiler are supplied with cooler water than those near the boiler in the same circuit.

One-Pipe System (Steam): A steam heating system consisting of a main circuit in which the steam and condensate flow in the same pipe, usually in opposite directions. Ordinarily to each heating unit there is but one connection which must serve as both the supply and the return, although separate supply and return connections may be used.

Overhead System: Any steam or hot water system in which the supply main is above the heating units. With a steam system the return must be below the heating units; with a water system, the return may be above the heating units.

Panel Radiator: A heating unit placed on or flush with a flat wall surface and intended to function essentially as a radiator.

Plenum Chamber: An air compartment maintained under pressure and connected to one or more distributing ducts.

Potentiometer: An instrument for measuring or comparing small electromotive forces.

Power: The rate of performing work; usually expressed in units of horsepower, BTU per hour, or watts.

Prime Surface: See Heating Surface.

Psychrometer: An instrument for ascertaining the humidity or hygrometric state of the atmosphere. Psychrometric: Pertaining to psychrometry or the state of the atmosphere as to moisture. Psychrometry; The branch of physics that treats of the measurement of degree of moisture, especially the moisture mixed with the air.

Pyrometer: An instrument for measuring high temperatures.

Radiant Heating (Panel Heating): A method of heating involving the installation of the heating units (pipe coils) within the wall, floor or ceiling of the room so that the heating process takes place mainly by radiation from the wall, floor or ceiling surfaces to the objects in the room. Panel heating also refers to a system transmitting heat by both radiation and convection to both air and surrounding surfaces, while radiant heating refers to a system dependent on radiation alone in which case only the heat radiated from the panel is effective for heating purpose.

Radiation: The transmission of heat through space by wave motion.

Radiator: A heating unit exposed to view within the room or space to be heated. A radiator transfers heat by radiation to objects within visible range and by conduction to the surrounding air which in turn is circulated by natural convection; a so-called radiator is also a convector but the single term radiator has been established by long usage.

Recessed Raditator: A heating unit set back into a wall recess but not enclosed.

Refrigerant: A substance which produces a refrigerating effect by its absorption of heat while expanding or vaporizing.

Relative Humidity: See Humidity.

Return Mains: The pipes which return the heating medium from the heating units to the source of heat supply.

Reversed-Return System (Hot Water): A hot water heating system in which the water from several heating units is returned along paths arranged so that all circuits composing the system or composing a major sub-division of the system are practically of equal length.

Saturated Air: A mixture of dry air and saturated water vapor, all at the same dry-bulb temperature. It may also be considered as air containing the maximum possible amount of water vapor at a given temperature without becoming supersaturated.

Saturation: The condition for coexistence in stable equiiibrium of two or more distinct phases, such as steam over the water from which it is being generated.

Saturation Pressure: The saturation pressure for a pure substance for any given temperature is that pressure at which vapor and liquid or vapor and solid can coexist in stable equilibrium.

Sensible Heat: Heat which manifests itself by temperature change.

Smoke: Carbon or soot particles less than 0.1 micron in size which result from the incomplete combustion of carbonaceous materials such as coal, oil, tar and tobacco.

Smokeless Arch: An inverted baffle placed in an updraft furnace toward the rear to aid in mixing the gases of combustion and thereby to reduce the smoke produced.

Specific Enthalpy: The ratio of total enthalpy to total weight. The specific enthalpy of air is its enthalpy, BTU per pound, measured above 0 F and 29.921 in. Hg as a reference point. The specific enthalpy of water is its enthalpy, BTU per pound, measured from the reference point of saturated liquid at 32 F. (See Enthalpy.)

Specific Gravity: The ratio of the weight of a body to the weight of an equal volume of water at some standard temperature, usually 39.2 F.

Specific Heat: The ratio of heat absorbed per unit weight of substance to temperature rise. For gases, both specific heat at constant pressure, cp, and specific heat at constant volume, cv, are frequently given. In air conditioning, cp is usually used.

Specific Volume: The volume, expressed in cubic feet, of one pound of a substance.

Split System: A system in which the heating and ventilating are accomplished by means of radiators or convectors supplemented by mechanical circulation of air (heated or unheated) from a central point.

Square Foot of Heating Surface (Equivalent): Equivalent Direct Radiation (EDR). The amount of heating surface which will give off 240 BTU per hour. The equivalent square feet of heating surface may have no direct relation to the actual surface area.

Stack Height: The height of a gravity convector between the bottom of the heating unit and the top of the outlet opening.

Standard Air: Air weighing 0.075 lb. per cubic foot. (The density of air at 29.921 in. Hg barometric pressure, 68 F dry-bulb and 50 per cent relative humidity is 0.07497; and dry air at 70 F dry-bulb is 0,07496.)

Static Pressure: The normal force per unit area that would be exerted by a moving fluid on a small body immersed in it if the body were carried along with the fluid. Practically, it is the normal force per unit area at a small hole in a wall of the duct through which the fluid flows (piezometer) or on the surface of a stationary tube at a point where the disturbances created by inserting the tube cancel. It is supposed that the thermodynamic properties of a moving fluid depend on static pressure in exactly the same manner as those of the same fluid at rest depend upon its uniform hydrostatic pressure.

Steam: Water in the vapor phase. Dry Saturated Steam is steam at the saturation temperature corresponding to the pressure, and containing no water in suspension. Wet Saturated Steam is steam at the saturation temperature corresponding to the pressure, and containing water particles in suspension. Superheated Steam is steam at a temperature higher than the saturation temperature corresponding to the pressure.

Steam Heating System: A heating system in which heat is transferred from the boiler or other source of steam to the heating units by means of steam at, above, or below atmospheric pressure.

Steam Trap: A device for allowing the passage of condensate and preventing the passage of steam, or for allowing the passage of air as well as condensate.

Superheated Steam: See Steam.

Supply Mains (Steam): The pipes through which the steam flows from the boiler or source of supply to the run-outs and risers leading to the heating units.

Surface Conductance: The amount of heat (BTU) transmitted by radiation, conduction, and convection from a surface to the air or liquid surrounding it, or vice versa, in one hour per square foot of surface for a difference in temperature of 1 deg. between the surface and the surrounding air or liquid.

Therm: 100,000 BTU. (Used in the gas industry.)

Thermal Resistance: The reciprocal of conductance.

Thermal Resistivity: The reciprocal of conductivity.

Thermostat: An instrument which responds to changes in temperature and which directly or indirectly controls the source of heat supply.

Ton of Refrigeration: The removal of 12,000 BTU of heat per hour at a low temperature.

Ton Day of Refrigeration: The removal of 288,000 BTU of heat at a low temperature.

Total Heat: This can usually be interpreted as increase of enthalpy at constant pressure. It is often regarded as synonymous with enthalpy.

Total Pressure: In the theory of the flow of fluids; the sum of the static pressure and the velocity pressure at the point of measurement.

Tube (or Tubular) Radiator: A cast-iron heating unit used as a radiator and having small vertical tubes.

Two-Pipe System (Steam or Water): A heating system in which one pipe is used for the supply of the heating medium to the heating unit and another for the return of the heating medium to the source of heat supply. The essential feature of a two-pipe system is that each heating unit receives a direct supply of the heating medium which medium cannot have served a preceding heating unit.

Underfeed Distribution System (Hot Water): A hot water heating system in which the main flow pipe is below the heating unit.

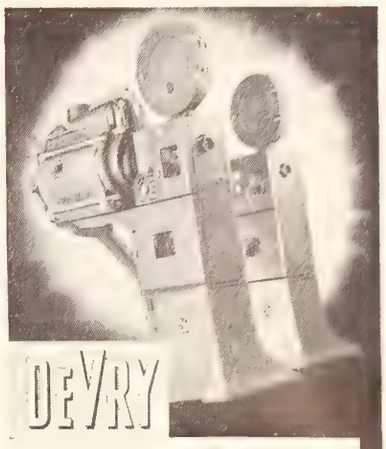
Underfeed Stoker: A stoker which feeds the coal underneath the fuel bed.

Unit: As applied to heating, ventilating and air condtioning equipment this word means factory-built and assembled equipment with apparatus for accomplishing some specified function or combination or functions.

It is loosely applied to a great vriety of equipment. Usually the function is included in the name, and hence come terms like Unit Heater, Unit Ventilator, Humidifying Unit, and Air Conditioning Unit.

Units are said to be direct or room, when intended for location, or located in, the treated space; indirect or remote, when outside or adjacent to the treated space. They are ceiling units when suspended from

(*Continued on Page E-26*)



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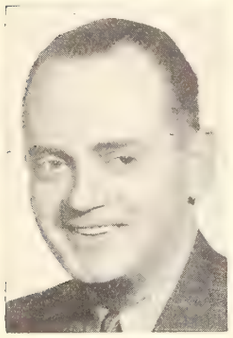
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Lester Isaac Completes 30 Years with Loew's

LESTER ISAAC has just completed his 30th year with Loew's, Inc.

The quality and cost of Loew's projection and sound are wholly in his hand. He has 1,200 men and 215 theatres under him. His department also takes care of stage lighting and stage draperies, and of all maintenance of electric wiring from the street in.

Isaac started in show business 32 years ago as a reel boy, to help earn his way through medical school. His older brother, a projectionist, got him the job. Later,



Lester Isaac

William C. Ritz, a projectionist in Washington, D. C., taught Lester to operate. Ritz is still a projectionist in Washington; the two are still close friends. Young Lester never did finish medical school. Show business was too attractive. He joined the Loew organization as a projectionist in the Columbia Theatre, Washington, in 1916.

Among technical highlights of his career to date, Lester Isaac was the first to use coated lenses. In fact, he appreciated their value so promptly and got his orders in so fast, that for a time he cornered the market—no one else could get any coated lenses until Loew's prior orders had been filled. He was the first to use a Magnascope screen, in 1918. He was the first to use a high intensity lamp (made by Sperry), in 1920. He was the first to use fused quartz condensers, then made by G.E. And for the Atlanta premier of "Gone With the Wind" he succeeded in persuading the authorities to change municipal regulations and let him use green exit lights, because he believed the red ones distracted attention from the picture.

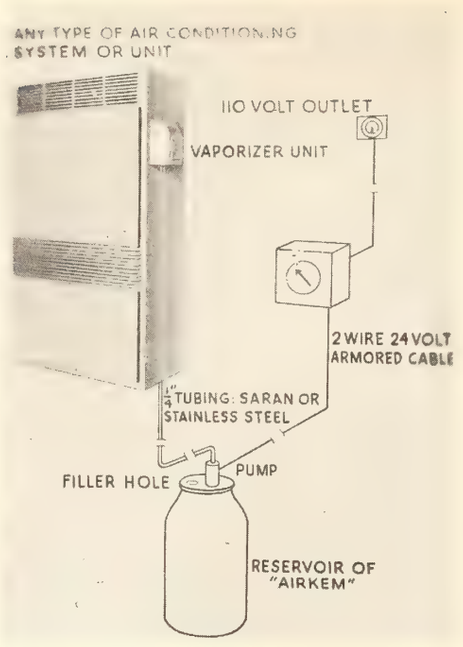
Subordinates, projectionists, projection executives, union leaders, salesmen offering new equipment—all concerned with projection and sound who enter Lester Isaac's group of offices at 1540 Broadway are faced with a huge painted sign they cannot possibly overlook. It reads:

The Show Must Go on
and
STAY on

4 Chains Sign for RCA Service

Fox Midwest Amusement Corp. of Kansas City, DeLodder circuit of Detroit, Interboro circuit of New York City and the H. J. Ochs drive-in theatres of Dayton, Ohio, have signed contracts with RCA Service Co., Inc.

Fairmont, W. Va. Work is under way on new Fairmont Theatre. Navarro Corp. of Phila. are the contractors, with Leslie G. Sullivan in charge of construction.



SCHEMATIC DRAWING of an Airchem Evapatrol Unit Connecting Directly to the Conditioning System.

Air Conditioning Anti-Trust Decree Will Not Change Prices, Quality

Price and quality of air conditioning equipment and policies and terms of sale, will remain completely unchanged by the recent consent decree dedicating certain air conditioning patents to the public, according to leading manufacturers.

The decree, resulting from a civil action brought by U. S. Attorney General Tom C. Clark under Sherman Act, was entered in the U. S. District Court in New York.

American Blower Corporation and York Corporation both state that this development will make no difference in prices, quality of equipment, or policies under which motion picture theatres buy conditioning equipment.

Westinghouse declares that the patents in question are now of no material significance, "because they have expired or have been supplanted by newer developments," and goes on to say:

"It is not expected that the dedication of these patents or any other provisions of the consent decree will materially affect our operations in the future with respect to prices, or quality of equipment.

"Westinghouse's answer to the demand for quality air conditioning equipment for the entertainment world, has been the merger in 1945 of its Air Conditioning Division into the B. F. Sturtevant Company, one of the best known air handling companies in the United States.

"The uniting of Sturtevant's mechanical and air handling experience with Westinghouse devolpments in air conditioning and complete resources in the electrical field will result in the most complete research, production and marketing organization in the air conditioning and air handling industry."

Lancaster, Pa. Harry Chertchoff, operator of Strand, Lancaster, and theatres in Mount Joy, Elizabethtown and Lititz, Pa., announced plans to build $150,000, 1000 seat theatre at 341-47 East King Street, Lancaster.

They May Solve Your Problem

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LEARN THEIR LANGUAGE

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above, and floor when supported from below. Other descriptive words include free delivery when the unit is not intended to be attached to ducts or similar resistance-producing devices, and pressure when for use with such ducts. Complete description requires the use of several of these qualifying words or phases.

Up-Feed System (Steam): A steam heating system in which the supply mains are below the level of the heating units which they serve.

Vacuum Heating System: A two-pipe steam heating system equipped with the necessary accessory apparatus which will permit operating the system below atmospheric pressure when desired.

Vapor: Any substance in the gaseous state.

Vapor Heating System: A steam heating system which operates under pressures at or near atmospheric and which returns the condensation to the boiler or receiver by gravity. Vapor systems have thermostatic traps or others means of resistance on the return ends of the heating units for preventing steam from entering the return mains; they also have a pressure-equalizing and air-eliminating device at the end of the dry return. Direct Vent Vapor System: A vapor heating system with air valves which do not permit re-entry of air.

Vapor Pressure: Synonymous with saturation pressure in the case of a pure substance.

Velocity: The time rate of motion of a body in a fixed direction. In the fps system it is expressed in units of one foot per second.

Velocity Pressure: The difference due to velocity between total pressure and static pressure. It is supposed to equal the kinetic energy per unit volume of the fluid at the point of measurement.

Ventilation: The process of supplying or removing air by natural or mechanical means, to or from any space. Such air may or may not have been conditioned. (See air conditioning.)

Warm Air Heating System: A warm air heating plant consists of a heating unit (fuel burning furnace) enclosed in a casing, from which the heated air is distributed to the various rooms of the building through ducts. If the motive head producing flow depends on the difference in weight between the heated air leaving the casing and the cooler air entering the bottom of the casing, it is termed a gravity system. A booster fan may, however, be used in conjunction with a gravity-designed system. If a fan is used to produce circulation and the system is designed especially for fan circulation, it is termed a fan furnace system or a central fan furnace system. A fan furnace system may include air washers and filters.

Wet-Bulb Temperature: Thermodynamic wet-bulb temperature is the temperature at which liquid or solid water, by evaporating into air, can bring the air to saturation, adiabatically at the same temperature. Wet-bulb temperature (without qualification) is the temperature indicated by a wet-bulb psychrometer constructed and used according to specifications.

Wet Return: That part of a return main of a steam heating system which is filled with water of condensation. The wet return usually is below the level of the water line in the boiler, although not necessarily so (See Dry Return.)

FEATURE Booking GUIDE

Features and western series releases listed alphabetically by title under name of distributor. (Consult title index for distributor of picture known only by title.) Numerals at left of titles indicate production or block number; those at extreme right, the publication date of Advance Dope: a; or Boxoffice Slant: b. (Tech.) after title indicates Technicolor. Audience classification indicated by letters following title: A—Adult; F—Family. Letters and combination thereof in parenthesis indicate type of story in accordance with following KEY:

(B) Biographical (D) Drama (G) Gangster (W) Western (My) Mystery
(C) Comedy (Doc) Documentary (M) Musical (H) Horror (Wa) War

ASTOR PICTURES

Group No.			Mins.		
	Beyond Tomorrow	Winninger-Carey-C. Aubrey Smith	88		Reissue
	Birth of a Star	Danny Kaye	38	SP	New Release
	Caldonia	Louis Jordan & Band	28	SP	New Release
	Fangs of the Wild	Rin Tin Tin, Jr.	60		New Release
	Gentleman From Arizona	John King-Joan Barclay	70½		Reissue
	Hell's Angels (D)	Lyon-Harlow-Hall	100		Reissued
	Her Enlisted Man (CD)	Barbara Stanwyck-Robt. Young	70		Reissued
	I Cover the Waterfront (D)	Claudette Colbert	80		Reissued
	Jimmy Steps Out	J. Stewart-P. Goddard	89		Release
	Let 'em Have It (G)	Bruce Cabot-Virginia Bruce	70		Reissued
	Little Men	Oakie-Francis-Bancroft	83		Release
	One Romantic Night	Ilona Massey-Alan Curtis	86		Reissue
	Scarface (D)	P. Muni-G. Raft-A. Dvorak	88		Reissued
	Silver Devil (D)F	H. Gibson-Stephin Fetchit	62		Remake
	Sky Devils (C-D)	Spencer Tracy	88		Reissued
	Swiss Family Robinson	Mitchell-Best-Holt	74		Release
	Thunder in the City	Edw. G. Robinson	81		Reissued
	Tom Brown's Schooldays	Hardwick-Lydon-Bartholomew	85		Release

COLUMBIA — CURRENT 1944-45

Group No.			Mins.	Rel. Date	See Issue of
6027	Adventures of Rusty (D)F	T. Donaldson-M. Lindsay-C. Nagel	65	9/6/45	b11/24/45
6004	A Thousand and One Nights (Tech.) (C)F	Cornel Wilde-EEvelyn Keyes	93	7/26/45	b6/16/45
6036	Blonde From Brooklyn (C)F	R. Stanton-L. Merrick-T. Hall	65	6/21/45	b7/21/45
6030	Boston Blackie's Rendezvous (M)A	Chester Morris-Lynn Merrick	64	7/5/45	b9/22/45
6038	Dancing in Manhattan (CD)F	Fred Brady-Jeff Donnell	60	12/14/44	b12/30/44
6020	Gay Senorita (M)F	Jinx Falkenburg-Jim Bannon	70	8/9/45	b8/25/45
6015	I Love a Bandleader (M)F	Phil Harris-Leslie Brooks	70	9/13/45	b2/9/46
6001	Over 21 (C)F	I. Dunne-A. Knox-C. Coburn	105	8/23/45	b7/28/45
6223	Rhythm Round-Up (C)F	Ken Curtis-Cheryl Walker	66	6/7/45	b7/28/45
6029	Ten Cents a Dance (M)F	J. Frazee-J. Lloyd-J. Woodbury	60	6/7/45	b9/22/45
6042	You Can't Do Without Love (CM)F	Vera Lynn-Donald Stewart	74	7/26/45	b3/23/46

Current 1945-46

	A Close Call for Boston Blackie	C. Morris-R. Lane-L. Merrick	60	1/24/46	a11/24/45
	Bandit of Sherwood Forest (Tech.) (D)F	Cornel Wilde-Anita Louise	85	2/21/45	b2/23/46
	Blondie's Lucky Day	P. Singleton-A. Lake-R. Stanton	69	4/4/46	a11/10/45
7022	Crime Doctor's Warning	Warner Baxter-Dusty Anderson	69	10/4/45	a7/14/45
	Gentleman Misbehaves, The	Osa Massen-Robert Stanton	74	2/28/46	a11/17/45
7029	Girl of the Limberlost	R. Nelson-D. Clifton-L. Tindall	60	10/11/45	a7/21/45
	Hit the Hay (M)F	J. Canova-R. Hunter-L. Merrick	62	11/29/45	b2/16/46
	Just Before Dawn	Warner Baxter-Adelle Roberts	65	3/7/46	
Sp.	Kiss & Tell (CD)F	Shirley Temple-Jerome Courtland	90	10/18/45	b9/8/45
7019	Life With Blondie (C)F	P. Singleton-A. Lake-L. Simms	69	12/13/45	b12/8/45
	Meet Me on Broadway (MC)F	Reynolds-Brady-Falkenburg	78	1/3/46	b3/2/46
7023	My Name Is Julia Ross (D)F	Nina Foch-George Macready	65	11/27/45	b11/17/45
	Notorious Lone Wolf (CD)F	Gerald Mohr-Janis Carter	64	2/14/46	b3/23/46
	One Way to Love (C)F	W. Parker-Marguerite Champan	83	12/20/45	b12/29/45
	Out of the Depths (Wa)F	Jim Bannon-Ross Hunter	60	12/27/45	b3/23/46
	Pardon My Past	F. MacMurray-M. Chapman	88	12/25/45	a6/9/45
	Perilous Holiday	P. O'Brien-R. Warwick-E. Buchanan	89	3/21/46	2/9/46
7036	Prison Ship	Robert Lowery-Nina Foch	60	11/15/45	a10/13/45
6505	She Wouldn't Say Yes (C)A	R. Russell-L. Bowman	87	11/29/45	b12/22/45
	Snafu (C)F	R. Benchley-V. Vague	82	11/22/45	b12/15/45
	So Dark the Night	Micheline Cheirel-Steven Geray		4/2/46	a1/26/46
	Talk About a Lady	Jinx Falkenburg-Joe Besser	71	3/28/46	a3/2/46
	Tars and Spars (CM)F	A. Drake-J. Blair-M. Platt	88	1/10/46	b1/12/46
	True Glory, The	Documentary	83	10/4/45	b9/8/45
7024	Voice of the Whistler (D)A	Richard Dix-L. Merrick	60	10/30/45	b11/10/45

COMING

Devil's Mask	Anita Louise-Jim Bannon	
Down to Earth (Tech.)	Rita Hayworth-Larry Parks	
Coffin, The	Karen Morley-Jim Bannon	
Blondie Knows Best	Penny Singleton-Arthur Lake	
Great Highway	Glenn Ford-Janet Blair	
Gilda (D)F	Rita Hayworth-Glenn Ford	110..4/25/46 ...b3/16/46
Man Who Dared, The	Leslie Brooks-George Macready	
Mysterious Intruder	Richard Dix-Barton MacLane	62..4/11/46 ....a3/9/46
Night Editor	William Gargan-Janis Carter	67..4/18/46
One Life Too Many	Leslie Brooks-George Macready	
Phantom Thief	Chester Morris-Jim Bannon	....a3/2/46
Power of Attorney	Forrest Tucker-Lynn Merrick	
Renegades (Tech.)	Evelyn Keyes-Willard Parker	
Return of Rusty	Ted Donaldson-Mark Dennis	
Jolson Story (Tech.)	L. Parks-E. Keyes-W. Demarest	....a2/9/46
That Texas Jamboree	Ken Curtis-Jeff Donnell	
Walls Came Tumbling Down, The	Lee Bowman-Marguerite Chapman	....a1/26/46

Westerns (Current 1944-45)

6207	Both Barrels Blazing (W)F	C. Starrett-Tex Harding-Dub Taylor	57	5/17/45	a6/2/45
6209	Outlaws of the Rockies (W)F	Charles Starrett-Tex Harding	54	9/18/45	b10/6/45
6208	Rustlers of the Badlands (W)F	Charles Starrett-Tex Harding	58	8/16/45	b8/25/45
6244	Song of the Prairie	Ken Curtis-June Storey	69	9/27/45	b2/2/46

Western (Current 1945-46)

6201	Blazing the Western Trail (W)F	C. Starrett-Dub Taylor-Tex Harding	56	10/18/45	b12/8/45
	Frontier Gunlaw (W)F	Charles Starrett-Tex Harding	58	1/31/46	b2/16/46
	Gunning for Vengeance	Charles Starrett-Smiley Burnette	56	3/21/46	
7202	Lawless Empire	Charles Starrett-Tex Harding	58	11/15/45	
	Roaring Rangers (W)F	Charles Starrett-Smiley Burnette	58	2/14/46	b3/16/46
7203	Texas Panhandle (W)F	Charles Starret-Tex Harding	55	12/20/45	b1/12/45
	Throw a Saddle on a Star	Ken Curtis-Adelle Roberts	67	3/14/46	

Westerns (Coming)

Galloping Thunder	Charles Starrett-Smiley Burnette	54..4/25/46
Heading West	Charles Starrett-Smiley Burnette	
Landrush	Charles Starrett-Smiley Burnette	
Phantom of the Desert	Charles Starrett-Smiley Burnette	
Terror Trail	Charles Starrett-Smiley Burnette	

MGM — CURRENT 1944-45

Group No.			Mins.	Rel. Date	See Issue of
Sp.	Anchors Aweigh (Tech.) (C)F	G. Kelly-F. Sinatra-K. Grayson	140	Aug	b7/21/44
12	Bewitched (D)A	Phyllis Thaxter-Edmund Gwenn	65	July	b6/23/44
11	Picture of Dorian Gray (D)A	George Sanders-Hurd Hatfield	110	June	b2/24/44
11	Son of Lassie (Tech.) (D)F	Peter Lawford-June Lockhart	102	June	b4/21/44
12	Thrill of a Romance (Tech.) (DM)F	Van Johnson-Esther Williams	105	July	b5/26/44
12	Twice Blessed (C)F	James Craig-Gail Patrick	78	July	b6/2/44
Sp.	Valley of Decision (D)F	G. Garson-G. Peck-L. Barrymore	119	June	b4/14/44

Current 1945-46

13	Abbott & Costello In Hollywood (C)F	Abbott & Costello	81	Oct	b8/25/44
Sp.	Adventure (D)F	C. Gable-G. Garson-J. Blondell	125	Mar	b12/22/45
15	A Letter For Eve. (CD)F	Marcha Hunt-John Carroll	89	Jan-Feb	b12/1/45
13	Dangerous Partners (My)F	James Craig-Signe Hasso	76	Oct	b8/11/44
15	Harvey Girls (Tech.) (M)F	J. Garland-A. Sothern-J. Hodiak	101	Jan-Feb	b12/29/45
13	Her Highness and the Bellboy (C)F	H. Lamarr-R. Walker-J. Allyson	111	Oct	b7/14/44
13	Hidden Eye (My)F	Edward Arnold-Frances Rafferty	127		a1/26/46
13	Our Vines Have Tender Grapes (D)F	M. O'Brien-Ed. G. Robinson	106	Sept	b7/21/45
15	Portrait of Maria (D)F	Dolores Del Rio-Pedro Armendariz	76	Jan-Feb	b12/15/45
15	Sailor Takes a Wife(C)F	Robert Walker-June Allyson	91	Jan-Feb	b12/29/45
14	She Went to the Races (C)F	James Craig-Frances Gifford	86	Nov	b10/20/45
14	They Were Expendable(WarD)	R. Montgomery-J. Wayne	138	Dec	b11/17/45
15	Up Goes Maisie (C)F	A. Sothern-G. Murphy-H. Brooks	89	Jan-Feb	b1/5/46
14	Vacation from Marriage(CD)F	Robert Donat-Deborah Kerr	104	Dec	b9/22/45
Sp.	Weekend at the Waldorf (D)F	Rogers-Turner-Pidgeon-V. Johnson	130	Oct	b7(21(45
14	What Next, Corporal Hargrave? (C)F	Robert Walker-Keenan Wynn	96	Nov	b11/17/45
14	Yolanda & the Thief (Tech.) (M)A	F. Astaire-F. Morgan-L. Bremer	106	Dec.	b10/20/45
	Ziegfeld Follies of 1946 (Tech.) (M)F	Fred Astaire-Gene Kelly	110	Mar	b1/12/46

COMING

A Woman of My Own	Greer Garson-Robert Montgomery			
Bad Bascomb (W)F	Wallace Beery-Margaret O'Brien	110	Apr-May	b2/9/46
Black Sheep	James Craig-Skippy Homeier			
Blue Sierra (Tech.)	Elizabeth Taylor-"Lassie"			a1/27/46
Boy's Ranch	James Craig-Skippy Homeier			a10/20/45
But Not Goodbye	K. Wynn-F. Morgan			a2/9/46
Easy to Wed (Tech.)	L. Ball-V. Johnson-E. Williams			a3/31/45
Faithful in My Fashion	Donna Reed-Tom Drake			a2/9/46
Fiesta (Tech.)	Esther Williams-John Carroll			a2/9/46
Green Years, The (D)F	C. Coburn-T. Drake-S. Royle	127		b3/16/46
Holiday in Mexico (Tech.)	W. Pidgeon-I. Massey-J. Powell			a2/9/46
Hoodlum Saint (D)A	William Powell-Esther Williams	93	Apr-May	b2/9/46
Last Chance, The (D)F	E. G. Morrison-John Hoy	105		b12/1/45
Little Mr. Jim	James Craig-Frances Gifford			a1/26/46
My Brother Who Talked to Horses	Butch Jenkins-Peter Lawford			
No Leave, No Love	V. Johnson-P. Kirkwood-K. Wynn			a2/9/46
Postman Always Rings Twice (D)A	Lana Turner-John Garfield	113	Apr.-May	b3/16/46
Show-Off	R. Skelton-M. Maxwell-M. Main			
Star From Heaven	Marshall-Thompson-Jim Davis			a3/2/46
Tenth Avenue Angel	M. O'Brien-G. Murphy-P. Thaxter			
Three Wise Fools	M. O'Brien-L. Barrymore-E. Arnold			a3/2/46
Till the Clouds Roll By	J. Garland-R. Walker-F. Sinatra			
Two Sisters From Boston (CM)F	Kathryn Grayson-June Allyson	112	Apr-May	b3/9/46
Two Smart People	J. Hodiak-L. Ball-L. Nolan			a2/9/46
Undercurrent	K. Hepburn-R. Taylor			
Woman of My Own	Greer Garson-Robert Montgomery			
Yearling, The (Tech.)	G. Peck-J. White-J. Craig			a10/20/45

MONOGRAM

Prod. No.			Mins.		
	CURRENT 1944-45				
412	Come Out Fighting (CD)F	East Side Kids-June Carlson	63	9/22/45	b10/6/45
404	Divorce (D)F	Kay Francis-Bruce Cabot	71	8/18/45	b5/26/45
407	Sensation Hunters	Doris Merrick-Robert Lowery	62	10/13/45	a8/18/45
415	Shanghai Cobra (My)F	S. Toler-B. Fong-M. Moreland	64	9/29/45	b8/11/45
	CURRENT 1945-46				
505	Allotment Wives (D)A	Kay Francis-Paul Kelly	80	12/29/45	b11/18/45
504	Black Market Babies (D)A	Ralph Morgan Teala Loring	71	1/5/46	b12/8/45
528	Face of Marble (H)A	John Carradine-Claudia Drake	72	2/2/46	b1/26/46
507	Fear (My)A	Warren William-Anne Gwynne	68	3/2/46	b12/29/45
509	Live Wires (D)F	Leo Gorcey-Huntz Hall	65	1/12/46	b2/16/46
513	Red Dragon (My)F	Sidney Toler-Benson Fong	64	2/2/46	b12/29/45
527	Shadow Returns (My)A	Kane Richmond-Barbara Reed	61	2/16/46	b1/19/46
516	Strange Mr. Gregory (D)A	Edmund Lowe-Jean Rogers	63	1/12/46	b1/5/46
501	Sunbonnet Sue (M)F	Phil Regan-Gale Storm	89	12/8/45	b9/29/45
503	Swing Parade of 1946 (M)F	Gale Storm-Phil Regan	74	3/16/46	b1/26/46

COMING

526	Behind the Mask	Kane Richmond-Barbara Reed	67	a3/2/46
	Corpus Delicti	Sidney Toler-Victor Sen Yung		
519	Dark Alibi	S. Toler-B. Fong-M. Moreland		a1/26/46
	Don't Gamble With Strangers	Kane Richmond-Bernedene Hays		
529	Gay Cavalier	Gilbert Roland-Martin Garalaga		
	Freddie Steps Out	Freddie Stewart-June Preisser		
	In Fast Company	Leo Gorcey-Huntz Hall		a3/16/46
	Joe Palooka, Champ	Joe Kirkwood-Elyse Knox		a3/2/46
514	Junior Prom (M)F	Freddie Stewart-June Preisser	69	5/11/46 b3/2/46
	Suspense	Belita-Barry Sullivan-E. Pallette	101	6/1/46 a12/29/45

Westerns (Current 1944-45)

452	Drifting Along	J. M. Brown-Raymond Hatton	1/26/46	a11/17/45
458	Frontier Feud	J. M. Brown-Raymond Hatton	54	11/24/45
566	Haunted Mine, The	J. M. Brown-Raymond Hatton	52	3/2/46
457	Lost Trail (W)F	J. M. Brown-Raymond Hatton	53	10/20/45 b10/13/45
464	Riders of the Dawn (W)F	Jimmy Wakely-Lee White	57	11/3/45 b10/27/45
431	South of the Rio Grande	Duncan Renaldo	62	9/15/45
565	Border Bandits (W)F	J. M. Brown-R. Hatton	57	1/12/46 b2/23/46
571	Lonesome Trail	J. Wakely-Lee White	55	12/8/45
572	Moon Over Montana	Jimmy Wakely-Lee White	54	2/23/46

Westerns (Coming)

	Fighting Texan	J. M. Brown-R. Hatton	6/8/46
567	Under Arizona Skies	J. M. Brown-Raymond Hatton	4/27/46
573	West of the Alamo	Jimmy Wakely-Lee "Lasses" White	4/20/46

PARAMOUNT

Block No.	CURRENT 1944-45		Rel. Mins.	Date	See Issue of
5	A Medal for Benny (D)F	Dorothy Lamour-A. de Cordova	79	6/29/45	b4/14/45
Sp.	Incendiary Blonde (Tech.) (CD)F	Betty Hutton-Barry Fitzgerald	112	8/31/45	b6/16/45
6	Midnight Manhunt (My)A	William Gargan-Ann Savage	63	7/27/45	b6/9/45
5	Murder, He Says (MyC)F	F. MacMurray-M. Main-M. Paige	94	6/8/45	b4/14/45
6	Northwest Mounted Police (Tech.)	G. Cooper-M. Carroll-P. Goddard	125	8/26/45	Reissue
6	Out of This World (CM)F	E. Bracken-D. Lynn-V. Lake	96	7/13/45	b6/9/45
5	Sacred Stiff (C)F	Jack Haley-Ann Savage	64	6/22/45	b4/14/45
6	This Gun For Hire	A. Ladd-V. Lake-R. Preston	80	6/29/45	Reissue
6	You Came Along (CD)F	Robert Cummings-Lizabeth Scott	103	9/14/45	b7/7/45

Current 1945-46

1	Duffy's Tavern (CM)F	Crosby-Ed Gardner-M. Reynolds	98	9/28/45	b8/18/45
1	Fellow That Woman (My)	William Gargan-Nancy Kelly	70	12/14/45	b8/25/45
2	Hold That Blonde (C)F	Eddie Bracken-Veronica Lake	77	11/23/45	b10/13/45
2	Kitty (D)A	Paulette Goddard-Ray Milland	103	1/25/46	b10/13/45
1	Lost Weekend (D)A	R. Milland-J. Wyman-P. Terry	101	11/16/45	b8/18/45
1	Love Letters (D)A	J. Jones-J. Cotten-A. Richards	101	10/26/45	b8/25/45
3	Masquerade in Mexico	D. Lamour-A. deCordova-P. Knowles		2/22/45	a4/7/45
3	Miss Susie Slagle's (D)A	Sonny Tufts-V. Lake	89	3/8/46	b12/8/45
2	People Are Funny (CM)F	J. Haley-H. Walker-R. Vallee	93	1/11/46	b10/13/45
3	Road to Utopia (CM)A	Crosby-Hope-Lamour	90	3/22/46	b12/8/45
2	Stork Club (CM)A	Betty Hutton-Barry Fitzgerald	98	12/28/45	b10/6/45
3	Tokyo Rose (D)A	Byron Barr-Lotus Long	69	2/8/46	b12/8/45

COMING

	Big Town	Philip Reed-Hillary Brooke			a2/9/46
4	Blue Dahlia (My)A	A. Ladd-V. Lake-W. Bendix	100		b2/2/46
	Blue Skies (Tech.)	Bing Crosby-Paul Draper			a8/18/45
5	Bride Wore Boots (C)F	B. Stanwyck-R. Cummings-D. Lynn.	85		b3/23/46
	Calcutta	A. Ladd-G. Russell-W. Bendix			a7/14/45
	California (Tech.)	Milland-Stanwyck-Fitzgerald			
	Easy Come, Easy Go	Betty Hutton-Sonny Tufts			a4/7/45
5	Hot Cargo (D)F	W. Gargan-J. Rogers-P. Reed	57		b3/16/46
	Imperfect Lady, The	R. Milland-T. Wright-V. Field			a11/10/45
	Ladies Man	Eddie Bracken-Virginia Field			a12/10/45
	Monsieur Beaucaire	Bob Hope-Joan Caulfield			a11/10/45
	O.S.S.	A. Ladd-G. Fitzgerald-P. Knowles			
5	Our Hearts Were Growing Up (C)F	B. Donlevy-G. Russel-D. Lynn	83		b3/16/46
	Perfect Marriage, The	L. Young-D. Niven-V. Field			a3/23/46
	Perils of Pauline	Betty Hutton-John Lund			
	Searching Wind	R. Young-A. Richards-S. Sidney			a3/2/46
	Seven Were Saved	Richard Denning-Catherine Craig			
	Strange Love of Martha Ivers (D)A	Stanwyck-L. Scott-Heflin	116		b3/16/46
	Suddenly It's Spring	F. MacMurray-P. Goddard			
	Swamp Fire	Johnny Weissmuller-Virginia Grey			a11/24/45
	The Trouble With Women	I. Wright-B. Donlevy-R. Milland			a6/23/45
6	They Made Me a Killer (D)A	Robert Lowery-Barbara Britton	64		b6/26/46
5	To Each His Own (D)A	Olivia de Havilland-John Lund	122		b3/16/46
	Too Good to Be True	S. Tufts-D. Lynn-B. Fitzgerald			a11/24/45
	Two Years Before the Mast	Donlevy-Ladd-Bendix			a7/1/44
6	Virginian, The (Tech.) (W)F	J. McCrea-B. Donlevy-S. Tufts	90		b1/26/46
	Welcome Stranger	Bing Crosby-Barry Fitzgerald			
6	Well Groomed Bride (C-D)F	R. Milland-O. deHavilland-S. Tufts	75		b2/2/46

PRC

	CURRENT 1944-45				
	Apology for Murder (My)A	Ann Savage-Hugh Beaumont	67	8/27/45	b9/8/45
	Arson Squad (My)A	F. Albertson-R. Armstrong	56	9/11/45	b8/11/45
	Club Havana (DM)F	Tom Neal-Margaret Lindsay	62	10/23/45	b10/27/45
	Detour (D)A	Tom Neal-Ann Savage	69	11/30/45	b11/3/45
	Dangerous Intruder	Charles Arnt-Veda Ann Borg	65	8/21/45	
	Danny Boy (D)F	Robert "Buzzy" Henry-Eva March	66	1/8/46	b11/10/45
	Enchanted Forest (Color)(D)F	Edmund Lowe-Brenda Joyce	77	12/8/45	b9/22/45
	Flying Serpent, The (H)A	Ralph Lewis-George Zucco	58	2/20/46	b1/19/46
	How Do You Do? (C)F	Bert Gordon-Harry Von Zell	82	12/24/45	b11/10/45
1	Ring Doorbells (My)F	R. Shayne-A. Gwynne-R. Karns	67	2/25/46	b1/5/46
	Lady Confesses (My)A	M. B. Hughes-Hugh Beaumont	66	6/15/45	b3/31/45
	Man Who Walked Alone (C)F	Kay Aldridge-Dave O'Brien	74	3/15/46	b2/17/45
	Mask of Diijon (D)A	Eric von Stroheim-Jeanne Bates	70	3/7/46	b2/2/46
	Missing Corpse (C)A	J. E. Bromberg-F. Jenks	63	6/1/45	b4/28/45
	Romance of the West (W)F	Eddie Dean	58	3/20/46	b2/16/46
	Shadow of Terror (My)A	Dick Fraser-Grace Gillern	64	11/5/45	b9/1/45
	Silver Fleet (D)F	Ralph Richardson-Googie Withers	77	7/1/45	b3/31/45
	Strangler of the Swamp (H) A	R. La Planche-Robert Barrat	59	1/1/46	b1/5/46
	Swing Hostess (CM)F	Martha Tilton-Charles Collins	76	9/8/45	b11/11/44
	White Pongo (D)F	Richard Fraser-Marie Wrixon	76	11/2/45	b8/11/45
	Why Girls Leave Home (D)A	Pamela Blake-Sheldon Leonard	70	10/9/46	b6/16/45

COMING

	Avalanche	Bruce Cabot-Roscoe Karns			
	Devil Bat's Daughter	Rosemary LaPlanche-John James			
	Larceny in Her Heart	Hugh Beaumont-Cheryl Walker			
	Murder Is My Business (My)F	Hugh Beaumont-Cheryl Walker	63		b3/9/46
	Once and For All	N. Coleman-P. Reed-F. Cressart			a12/22/45
	Queen of Burlesque	Evelyn Ankers			
	Wife of Monte Cristo (D)F	John Loder-Lenore Aubert	79	4/23/46	b3/23/46

Westerns (Current 1944-45)

	Ambush Trail (W)F	Bob Steele-Lorraine Miller	56	2/17/46	b2/2/46
	Border Badmen (W)F	Buster Crabbe-Al St. John	57	10/10/45	b9/1/45
	Fighting Bill Carson (W)F	Buster Crabbe-Al St. John	54	10/31/45	b12/15/45
	Flaming Bullets	Tex Ritter-Dave O'Brien	58	10/15/45	
	Frontier Fugitives	Tex Ritter-Dave O'Brien	58	9/1/45	
	Gangster's Den (W)F	Buster Crabbe-Al St. John	56	6/14/45	b6/23/45
	Lightning Raiders	Buster Crabbe-Al St. John		1/7/46	
	Navajo Kid	Bob Steele		11/21/45	a12/29/45
	Prairie Rustlers	Buster Crabbe-Al St. John	55	11/7/45	
	Six Gun Man (W)F	Bob Steele	59	2/1/46	b1/26/46

Westerns (Coming)

	Caravan Trail (Color)	Eddie Dean-Emmett Lynn			
	Colorado Serenade	Eddie Dean-Mary Kenyon			
	Gentlemen With Guns (W)F	Buster Crabbe-Al St. John	52		b3/16/46
	Law Crusaders	Buster Crabbe-Al St. John			
	Man Without a Gun	Bob Steele-Ellen Hall			
	Terrors on Horseback	Buster Crabbe-Al St. John			
	Thunder Town	Bob Steele-Syd Saylor		4/12/46	

RKO-RADIO

Block No.	CURRENT 1944-45		Trade Shown		
5	Back to Bataan (War Drama)	J. Wayne-P. Ahn-A. Quinn	95	June	b6/2/45
Sp.	It's a Pleasure (Tech.) (DM)F	S. Henie-M. O'Shea-W. Johnson	90	Mar	b3/3/45
5	West of the Pecos (W)F	Robert Mitchum-Barbara Hale	66	June	b6/9/45

CURRENT 1945-46

Sp.	Along Came Jones (CW)F	Gary Cooper-Loretta Young	90	June	b6/15/45
1	Falcon in San Francisco(My)F	Tom Conway-Rita Corday	66	July	b7/21/45
2	First Yank Into Tokyo (D)A	T. Neal-B. Hale-K. Luke	82	Sept.	b9/8/45
1	George White's Scandals of 1945 (MC)F	Joan Davis-Jack Haley	95	Aug	b7/21/45
2	Isle of the Dead (HD)A	B. Karloff-E. Drew	72	Sept	b9/8/45
1	Johnny Angel (My)A	G. Raft-S. Hasso-C. Tevor	79	Aug	b8/4/45
1	Mama Loves Papa (C)F	Leon Errol-Elizabeth Risdon	61	Aug	b8/4/45
Sp.	Pinocchio (Tech.) (C)F	Disney	87	Sept	Reissue
1	Radio Stars on Parade (CM)F	F. Langford-W. Brown-A. Carney	69	Aug	b8/4/45
2	Spanish Main (Tech.) (D)F	P. Henreid-M. O'Hara	100	Oct	b10/6/45
2	Wanderer of the Wasteland (W)F	James Warren-Audrey Long	67	Oct	b10/6/45
Sp.	Wonder Man (Tech.) (C)F	D. Kaye-V. Maye	98	Apr	b4/28/45

RKO-RADIO (Cont.)

Block No.	COMING		Trade Mins.	Shown	See Issue of
4	A Game of Death (M)A	J. Loder-A. Long-R. Wade	72		b12/1/45
	A Likely Story	Bill Williams-Barbara Hale			a3/16/46
	Badman's Territory	R. Scott-A. Richards-L. Tierney			a2/9/46
	Bamboo Blonde	Frances Langford-Russell Wade			a3/16/46
	Bedlam	Boris Karloff-Anna Lee			
Sp.	Bells of St. Mary's (D)F	Bing Crosby-Ingrid Bergman	125		b11/24/45
	Child of Divorce	Sharyn Moffett-Regis Toomey			a3/16/46
3	Cornered (D)A	Dick Powell-Walter Slezak	102		b11/17/45
	Criminal Court	T. Conway-M. O'Driscoll			
	Crack-Up	P. O'Brien-C. Trevor-H. Marshall			
4	Deadline at Dawn (My)F	S. Hayward-P. Lukas-B. Williams	83		b2/16/46
	Desirable Woman	Joan Bennett-Robert Ryan			a3/9/46
3	Dick Tracy (My)F	Morgan Conway-Anne Jeffreys	62		b12/15/45
	Ding Dong Williams	Glenn Vernon-Marcy McGuire			a6/9/45
	Double Trouble	Jack Haley-Anne Jeffreys			
	Falcon's Alibi	Tom Conway-Rita Corday			
4	From This Day Forward (D)A	J. Fontaine-M. Stevens-A. Judge	95		b3/2/46
	Genius at Work	A. Carney-W. Brown-A. Jeffreys			
	Heartbeat	G. Rogers-J. Pierre Aumont			
	Honeymoon	Shirley Temple-Franchot Tone			
3	Hotel Reserve (My)A	James Mason-Lucie Mannheim	80		b12/29/45
	Kid From Brooklyn (Tech.) (CM)F	D. Kaye-V. Maye-Vera-Ellen	114		b3/23/46
	Lady Luck	R. Young-B. Hale-F. Morgan			a3/16/46
2	Man Alive (C)F	P. O'Brien-A. Menjou-E. Drew	70		b8/25/45
	Notorious	C. Grant-Ingrid Bergman			a2/9/46
4	Riverboat Rhythm (C)F	Leon Errol-Joan Newton	65		b2/9/46
	Sinbad the Sailor (Tech.)	D. Fairbanks, Jr.-M. O'Hara			
3	Sing Your Way Home (CM)F	Jack Haley-Anne Jeffreys	72		b11/17/45
	Sister Kenny	R. Russell-A. Knox-D. Jagger			a3/2/46
3	Spiral Staircase, The (My-D)A	D. McGuire-G. Brent-E. Barrymore	83		b1/5/46
	Step by Step	Lawrence Tierney-Anne Jeffreys			a2/9/46
	Stranger, The	Ed. G. Robinson-L. Young-O. Welles			a12/22/45
	Sunset Pass	Nan Leslie-James Warren			
4	Tarzan and the Leopard Woman (A)F	J. Weissmuller-B. Joyce	72		b2/16/46
	Till the End of Time	Dorothy McGuire-Guy Madison			a2/9/46
Sp.	Tomorrow Is Forever (D)A	C. Colbert-G. Brent-O. Welles	104		b1/19/46
	Truth About Murder	B. Granville-M. Conway			
	What Nancy Wanted	Laraine Day-Brian Aherne			
	Without Reservations	Claudette Colbert-John Wayne			a2/9/46

REPUBLIC

CURRENT 1944-45

446	Along the Navajo Trail (W)F	Roy Rogers-Dale Evans	66	12/15/45	b12/15/44
420	A Sporting Chance (My)F	Jane Randolph-John O'Malley	55	6/4/45	b9/1/45
442	Bells of Rosarita (W)F	Roy Rogers-Dale Evans	68	6/19/45	b5/19/44
429	Behind City Lights (D)F	William Terry-Lynne Roberts	67	9/10/45	b9/22/45
421	Cheaters, The (CD)A	J. Schildkraut-Billie Burke	87	7/15/45	b7/7/45
417	Chicago Kid (D)F	Donald Barry-Lynne Roberts	68	6/29/45	b2/17/45
445	Don't Fence Me In (W)F	Rogers-Evans-Hayes	71	10/20/45	b10/27/45
427	Fatal Witness (D)A	Evelyn Ankers-Richard Fraser	60	9/15/45	b12/8/45
422	Gangs of the Waterfront (D)A	S. Bachelor-R. Armstrong	55	7/3/45	b8/11/45
419	Hitchhike to Happiness(DM)F	Al Pearce-Dale Evans	72	7/15/45	b4/28/45
424	Jealousy (D)A	John Loder-Jane Randolph	71	7/23/45	b7/28/45
428	Love, Honor and Goodbye (CM)F	Virginia Bruce-Edward Ashley	87	9/15/45	b9/15/45
443	Man From Oklahoma (MW)F	Roy Rogers-George "Gabby" Hayes	68	8/1/45	b8/4/45
431	Mexicana (CM)F	Constance Moore-Tito Guizar	83	11/15/45	b11/24/45
423	Road to Alcatraz (My)F	Robert Lowery-June Storey	60	7/10/45	b7/14/45
418	Steppin' in Society (CD)F	Ed. Everett Horton-G. George	72	7/20/45	b6/18/45
444	Sunset in El Dorado (W)F	Roy Rogers-Dale Evans	66	9/20/45	b9/29/45
426	Swingin' on a Rainbow (CM)F	Brad Taylor-Jane Frazee	72	9/1/45	b9/1/45
425	Tell It to a Star (CM)F	Ruth Terry-Robert Livingston	67	8/16/45	b8/18/45
430	Tiger Woman (My)A	Kane Richmond-Lorna Gray	57	11/15/45	b12/22/44

Current 1945-46

508	A Guy Could Change (D)F	Allan Lane-Jane Frazee	65	1/27/46	b1/26/46
503	An Angel Comes to Brooklyn (CM)F	Kaye Dowd-Robert Duke	70	11/27/45	b12/8/45
513	A Strange Impersonation (D)F	Brenda Marshall-William Gargan	68	3/16/46	b3/2/46
504	Captain Tugboat Annie (CD)F	Jane Darwell-Edgar Kennedy	70	11/17/45	b12/15/45
511	Crime of the Century	Stephanie Bachelor-Michael Browne	56	2/28/46	a12/1/45
505	Dakota (D)F	John Wayne-Vera Hruba Ralston	82	12/25/45	b11/10/45
509	Gay Blades	Allan Lane-Jean Rogers	67	1/25/46	a1/26/46
502	Girls of the Big House (D)A	Lynne Roberts-Richard Powers	68	11/2/45	b11/17/45
510	Madonna's Secret, The (D)F	F. Lederer-A. Rutherford-G. Patrick	79	2/16/46	b2/23/46
501	Scotland Yard Investigator(D)	E. von Stroheim-S. Bachelor	68	9/30/45	b10/13/45
447	Song of Arizona (W)F	Roy Rogers-Dale Evans	68	3/9/46	b3/6/46
506	Song of Mexico (M)F	Adele Mara-Edgar Barrier	57	12/28/45	b11/24/45
507	Woman Who Came Back, The (D)A	Nancy Kelly-John Loder	68	12/13/45	b12/29/44

COMING

514	Catman of Paris (H)A	Carl Esmond-Lenore Aubert	65	4/20/46	b2/23/46
	Earl Carroll's Sketchbook	Constance Moore-William Marshal			
	Fabulous Suzanne	Barbara Britton-Rudy Vallee			
	French Key	Albert Dekker-Evelyn Ankers			a11/17/45
	Glass Alibi, The	Maris Wrixon-Douglas Fowley			a3/2/46
	Ghost Goes Wild	James Ellison—Ann Gwynne			
	Home on the Range	Monte Hale-Adrian Booth			a1/26/46
	Inner Circle	Adele Mara-William Frawley			
	In Old Sacramento	Constance Moore-William Elliott	84		
	I've Always Loved You	Catherine McLeod-Philip Dorn			a1/26/46
	Invisible Informer	Linda Sterling-William Henry			a3/16/46
	Last Crooked Mile	D. Barry-A. Savage-T. Powers			a1/26/46
	Lonely Hearts Club	Jane Withers-Jimmy Lydon			a3/2/46
	Man From Rainbow Valley	Monte Hale-Adrian Booth			
512	Murder in the Music Hall (My)F	Vera Hruba Ralston-W. Marshall	84	4/10/46	b2/23/46
	My Pal Trigger	R. Rogers-D. Evans-G. Hayes			
	Night Train to Memphis	Roy Acuff-Allan Lane-Adele Mara			a1/5/46
	One Exciting Week	Al Pearce-Arline Harris			a3/2/46
	Passkey to Danger	Stephanie Bachelor-Adele Mara			a3/2/46
	Pilgrim Lady	Warren Douglas-Veda Ann Borg			
	Rainbow Over Texas	Roy Rogers-Dale Evans			a3/9/46
	Rendezvous With Annie	Eddie Albert-Gail Patrick			
	Specter of the Rose	Michael Chekhov-Judith Anderson			a3/2/46
	Traffic in Crime	Kane Richmond-Adele Mara			
	Undercover Woman	S. Bachelor-R. Livingston			a12/22/45
	Valley of the Zombies	Robert Livingston-Adrian Booth			a11/10/45

Westerns (Current 1945-46)

551	Bandits of the Badlands(W)F	Sunset Carson-Peggy Stewart	55	9/14/45	b10/13/45
5307	Blue Mountain Skies	Gene Autry-Smiley Burnette	56	12/1/45	
565	California Gold Rush (W)F	Wild Bill Elliott-Bobby Blake	60	2/4/56	b3/2/46
553	Cherokee Flash (W)F	Sunset Carson-Linda Stirling	64	12/13/45	b2/2/46
563	Colorado Pioneers (W)F	Wild Bill Elliott-Bobby Blake	55	11/14/45	b1/5/46
554	Days of Buffalo Bill	Sunset Carson-Peggy Stewart	56	2/8/46	
5308	Gold Mine in the Sky	Gene Autry	59	1/15/46	Reissue
5306	Guns and Guitars	Gene Autry-Smiley Burnette	58	10/15/45	Reissue
562	Marshall of Laredo (W)F	Wild Bill Elliott-Bobby Blake	58	10/7/45	b11/17/45
561	Phantom of the Plains (W)F	Wild Bill Elliott-Bobby Blake	55	9/7/45	b10/13/45
552	Rough Riders of Cheyenne (W)F	Sunset Carson-Peggy Stewart	56	11/1/45	b11/17/45
566	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming	56	3/29/46	
5305	Under Fiesta Stars	Gene Autry-Smiley Burnette	61	9/1/45	Reissue

REPUBLIC (Cont.)

Westerns (Coming)

			Rel. Mins.	Date	See Issue of
5564	Wagon Wheels Westward (W)F.	Wild Bill Elliott-Bobby Blake	56	12/21/45	b1/19/46
	Alias Billy the Kid	Sunset Carson-Peggy Stewart			
	Conquest of Cheyenne	Wild Bill Elliott-Alice Fleming			
	El Paso Kid	Sunset Carson-Marie Harmon			
	Red River Renegades	Sunset Carson-Peggy Stewart			
	Santa Fe Uprising	Allan Lane-Martha Wentworth			
	Sheriff of Redwood Valley	Bill Elliott-Alice Fleming			
	Sun Valley Cyclone	B. Elliott-A. Fleming-B. Blake			

20TH-FOX

CURRENT 1944-45

Prod. No.			Mins.	Date	See Issue of
523	Call of the Wild (D)F	C. Gable-L. Young-J. Oakie	81	June	Reissue
527	Don Juan Quilligan (C)A	William Bendix-Joan Blondell	75	June	b6/9/45
529	Nob Hill (Tech.) (DM)F	Joan Bennett-George Raft	95	July	b6/2/45
526	Where Do We Go From Here (Tech.) (C)F	F. MacMurray-J. Leslie	77	June	b5/26/45
528	Within These Walls (D)F	Thomas Mitchell-Mary Anderson	71	July	b6/9/45

Current 1945-46

401	A Bell for Adano (D)F	G. Tierney-J. Hodiak-W. Bendix	103	Aug	b6/23/45
411	And Then There Were None (My)F	Fitzgerald-Hayward-Huston	97	Nov.	b1/19/46
616	A Walk in the Sun (D)F	Dana Andrews-Richard Conte	117	Mar	b12/1/45
622	A Yank in London	Anna Neagle-Rex Harrison	110	Mar	
620	Behind Green Lights (D)A	Carole Landis-William Gargan	64	Feb	b1/19/46
604	Captain Eddie (B)F	F. MacMurray-L. Bari	107	Sept	b6/23/45
605	Caribbean Mystery (My)F	J. Dunn-Sheila Ryan	65	Sept	b7/12/45
610	Col. Effingham's Raid (CD)F	C. Coburn-J. Bennett-W. Eythe	70	Feb	b9/29/45
617	Doll Face (CM)F	C. Miranda-P. Como-V. Blaine	80	Jan.	b12/22/45
480	Dolly Sisters, The (Tech.) (MC)F	B. Grable-J. Payne-J. Haver	114	Nov	b8/29/45
412	Fallen Angel (D)A	A. Faye-D. Andrews-L. Darnell	97	Dec	b10/27/45
608	House on 92nd Street, The (D)F	W. Eythe-L. Nolan-S. Hasso	88	Oct	b9/15/45
418	Jesse James	T. Power-H. Fonda-N. Kelly	106	Feb	Re-release
603	Junior Miss (C)F	P. A. Garner-A. Joslyn	94	Aug	b6/16/45
414	Leave Her to Heaven (Tech.) (D)A	G. Tierney-J. Crain-C. Wilde	110	Jan	b12/22/45
619	Return of Frank James	Henry Fonda-Gene Tierney	92	Feb	Re-release
621	Sentimental Journey (D)F	M. O'Hara-J. Payne-W. Bendix	94	Mar	2/9/46
613	Spider, The (M)F	Richard Conte-Faye Marlowe	62	Dec	b10/13/45
415	Sheck (D)F	Vincent Price-Lynn Bari	70	Feb	b1/19/46
407	State Fair (Tech.) (CM)F	D. Andrews-J. Crain-D. Haymes	100	Oct	b8/25/45
606	Way Ahead, The (D)F	D. Niven-R. Huntley	106	Aug	b6/2/45
402	Wilson (Tech.) (B)F	A. Knox-G. Fitzgerald-C. Coburn	154	Aug	b8/5/44

COMING

	Anna and the King of Siam	I. Dunne-R. Harrison-L. Darnell	a1/26/46
	Black Beauty	Mona Freeman-Richard Denning	
	Centennial Summer (Tech.)	Crain-Darnell-Bennett	a10/20/45
	Claudia and David	Dorothy McGuire-Robert Young	
	Cluny Brown	Charles Boyer-Jennifer Jones	a1/26/46
	Dark Corner	Lucille Ball-William Bendix	a1/26/46
	Deadline for Murder	Sheila Ryan-Kent Taylor	
	Do You Love Me (Tech.)	M. O'Hara-D. Haymes-H. James	a5/19/45
623	Dragonwyck (D)A	G. Tierney-V. Price-W. Huston	103 Apr. b2/23/46
	Forever Amber (Tech.)	P. Cummins-C. Wilde-V. Price	
	Home Sweet Homicide	P. Ann Garner-R. Scott	
	It Shouldn't Happen to a Dog	Carole Landis-Allyn Joslyn	
624	Johnny Comes Flying Home (D)F	Martha Stewart-Richard Crane	65 Apr. b3/23/46
	Margie (Tech.)	Jeanne Crain-Alan Young	
	Razor's Edge	T. Power-G. Tierney-J. Payne	
	Rendezvous 24	William Gargan-Maria Palmer	
	Shocking Miss Pilgrim (Tech.)	Betty Grable-Dick Haymes	a1/5/46
	Smoky (Tech.)	F. MacMurray-A. Baxter-B. Ives	a10/6/45
	Somewhere in the Night	J. Hodiak-L. Nolan-C. Landis	a1/5/46
	Strange Triangle	Signe Hasso-John Shepard	a1/26/46
	Three Little Girls In Blue (Tech.)	Haver-Blaine-Payne	a1/26/46
	Wake Up and Dream	John Payne-June Haver	a6/9/45

UNITED ARTISTS

CURRENT

	Abilene Town (W)F	Randolph Scott-Ann Dvorak	90	1/11/46	b1/12/46
	Bedside Manner (C)F	Ruth Hussey-John Carroll	79	6/22/45	b6/16/45
	Blithe Spirit (C)A	Hammond-Cummings-Harrison	94	12/14/45	b9/22/45
	Blood on the Sun (D)F	J. Cagney-Sylvia Sidney	98	6/15/45	b4/28/45
	Breakfast in Hollywood (CD)F	Tom Breneman-Bonita Granville	93	2/22/46	b1/19/46
	Captain Kidd (D)F	C. Laughton-R. Scott-B. Britton	87	10/5/45	b8/4/45
	Diary of a Chambermaid (D)A	P. Goddard-B. Meredith	86	2/14/46	b2/2/46
	Getting Gertie's Garter (C)A	D. O'Keefe-M. McDonald-B. Barnes	72	11/30/45	b12/1/45
	Great John L, The (D)A	Linda Darnell-Greg McClure	96	6/29/45	b6/9/45
	Guest in the House (D)A	Anne Baxter-Ralph Bellamy	121	12(8(44	b12/9/44
	Guest Wife (C)A	Claudette Colbert-Don Ameche	87	7/27/45	b7/28/45
	Johnny in the Clouds (D)F	John Mills-D. Montgomery	88	3/15/46	b11/17/45
	Outlaw, The (D)A	Jane Russell-Walter Huston	115	2/8/46	b3/23/46
	Paris-Underground (WaD)A	C. Bennett-Gracie Fields	97	10/19/45	b8/25/45
	Southerners, The (D)F	Zachary Scott-Betty Field	92	8/10/45	b5/5/45
	Spellbound (D)A	Ingrid Bergman-Gregory Peck	111	12/28/45	b11/3/45
	Story of G. I. Joe (D)A	Ernie Pyle Story	109	7/13/45	b6/23/45
	Whistle Stop (D)F	George Raft-Ava Gardner	85	1/25/46	b1/12/46
	Young Widow (D)A	Jane Russell-Louis Hayward	100	3/1/46	b2/23/46

COMING

	Angel on My Shoulder	P. Muni-A. Baxter-C. Rains	a2/9/46
	A Night in Casablanca	Marx Bros.-Charles Drake	
	A Scandal in Paris	G. Sanders-S. Hasso-C. Landis	a12/22/45
	Caesar and Cleopatra (Tech.) (D)A	Claude Rains-Vivien Leigh	135 b12/22/45
	Duel in the Sun (Tech.)	J. Jones-G. Peck-J. Cotten	
	Fanny By Gaslight	James Mason-Phyllis Calvert	
	Henry the Fifth	L. Olivier-R. Asherson	
	Mr. Ace	George Raft-Sylvia Sidney	
	Rebecca	L. Olivier-Joan Fontaine	130 Reissue
	Sin of Harold Diddlebeck	H. Lloyd-R. Walburn-J. Conlin	a2/9/46
	Strange Woman, The	H. Lamarr-G. Saners-L. Hayward	
	This Happy Breed	Robert Newton-Celia Johnson	

UNIVERSAL

CURRENT 1944-45

9044	Beautiful Cheat, The (C)F	Bonita Granville-Noah Beery, Jr.	59	7/20/45	b7/21/45
9042	Blonde Ransom	Virginia Grey-Donald Cook	68	6/15/45	a1/6/45
9037	East Side of Heaven	Bing Crosby	88	6/15/46	Re-release
9045	Easy to Look At (CM)F	Gloria Jean-Kirby Grant	64	8/10/45	b8/4/45
9032	Frozen Ghost (H)A	Lon Chaney-Boris Karloff	61	6/29/45	b6/16/45
9041	I'll Tell the World (C)F	Lee Tracy-Brenda Joyce	61	6/8/45	b6/2/45
9006	Imitation of Life	Claudette Colbert	107	6/15/45	Re-release
9038	Jungle Captive (H)A	B. Bryant-P. Brown-O. Kruger	63	6/29/45	b/16/45
9001	Lady of a Train	D .Durbin-R. Bellamy-D. Bruce	94	8/24/45	a3/24/45
9003	Naughty Nineties (C)F	Abbott & Costello-A. Curtis	76	7/6/45	b6/28/45
9015	On Stage, Everybody (CM)F	J. Oakie-Peggy Ryan-J. Cox	75	7/13/45	b7/14/45
9043	Penthouse Rhythm (M)F	Kirby Grant-Lois Collier	60	6/22/45	b6/9/45
9075	Strange Affair of Uncle Harry (D)F	G. Sanders-G. Fitzgerald-E. Raines	80	8/17/45	b8/11/45
9014	That's the Spirit (C)F	P. Ryan-J. Oakie-B. Keaton	93	6/1/45	b5/10/45
9025	Woman in Green, The (My)F	Basil Rathbone-Nigel Bruce	68	7/27/45	b6/23/45

UNIVERSAL (Cont.)

Current 1945-46

Prod. No.			Mins.	Rel. Date	See Issue of
516	Because of Him (CM)F	D. Durbin-C. Laughton-F. Tone	87	1/18/46	b1/12/46
509	Crimson Canary (My)F	Noah Beery, Jr.-Lois Collier	64	11/9/45	b11/3/45
510	Daltons Ride Again (W)F	A. Curtis-M. O'Driscoll-L. Chaney	72	11/23/45	b11/17/45
513	Frontier Gal (D)F	Y. DeCarlo-R. Cameron-A. Devine	84	12/21/45	b12/8/45
515	Girl on the Spot (D-M)A	Jess Barker-Lois Collier	75	1/11/46	b1/5/46
511	House of Dracula (H)A	Chaney-Carradine-O'Driscoll	67	12/7/45	b12/8/45
525	House of Horrors (H)A	Kent Taylor-Virginia Grey	65	3/29/46	b3/9/46
518	Idea Girl (C)F	Jess Barker-Julie Bishop	60	2/8/46	b2/2/46
520	Little Giant (C)F	Abbott-Costello	91	2/22/46	b3/2/46
502	Men in Her Diary (C)A	J. Hall-L. Allbritton-P. Ryan	73	9/14/45	b9/15/45
512	Pillow of Death (My)A	L. Chaney-J. Ed. Bromberg	66	12/14/45	b12/15/45
507	Pursuit to Algiers (D)F	B. Rathbone-N. Bruce	65	10/26/45	b10/27/45
503	River Gang (M)F	G. Jean-J. Qualen	64	9/21/45	b9/22/45
514	Scarlet Street (D)A	Ed. G. Robinson-Joan Bennett	102	12/21/45	b12/29/45
519	Seventh Veil (D)A	James Mason-Ann Todd	94	2/15/46	b11/10/45
501	Shady Lady (CM)F	S. Coburn-G. Simms-R. Paige	93	9/7/45	b9/8/45
521	Smooth as Silk (My)A	Kent Taylor-Virginia Grey	66	3/1/46	b3/9/46
505	Strange Confession (M)A	L. Chaney-B. Joyce	62	10/5/45	b10/6/45
506	Senorita From the West (C)F	A. Jones-B. Granville	62	10/12/45	b10/20/45
517	Terror By Night (My)A	B. Rathbone-Nigel Bruce	60	2/1/46	b2/2/46
504	That Night With You (CM)F	F. Tone-S. Foster-L. Allbritton	84	9/28/45	b9/22/45
508	This Love of Ours (D)F	Merle Oberon-Charles Korvin	90	11/2/45	b10/27/45

COMING

527	Blonde Alibi (My)F	Tom Neal-Martha O'Driscoll	62	4/12/46	b3/23/46
	Brief Encounter (D)A	Celia Johnson-Trevor Howard	95		b2/16/46
	Brute Man	Rondo Hatton-Jane Adams			
	Canyon Passage (Tech.)	D. Andrews-B. Donlevy-S. Hayward			a10/6/45
532	Cat Creeps	Lois Collier-Noah Beery, Jr.		5/17/46	a1/26/46
	Claude's Wife	B. Joyce-D. Porter-P. Morrison			
	Dead of Night	Michael Redgrove-Googie Withers			
	Dressed to Kill	Rathbone-N. Bruce-P. Morison			a3/2/46
	Fandango (Tech.)	DeCarlo-Donlevy-Aumont			a2/9/46
	Ghost Steps Out	Abbott-Costello-M. Reynolds			
	Inside Job	A. Curtis-A. Rutherford-P. Foster			
	Kelly Is My Name	Phil Terry-Ann Savage			
	Little Miss Big	Fay Holden-Beverly Simmons			
	Lover Come Back	G. Brent-L. Ball-V. Zorina			
526	Madonna of the Seven Moons (D)A	P. Roe-P. Calvert-S. Granger	89	4/5/46	b1/26/46
	Night in Paradise (Tech.)	Merle Oberon-Turhan Bey		5/3/46	
	Notorious Gentlemen (D)A	Rex Harrison-Lilli Palmer	110		b2/16/46
	Runaround	Rod Cameron-Ella Raines			
531	She Wolf of London	Sara Haden-Una O'Connor	92	5/17/46	a1/5/46
534	She Wrote the Book	Joan Davis-Jack Oakie		5/31/46	a3/9/46
528	So Goes My Love	Myrna Loy-Don Ameche		5/19/46	11/24/45
524	Spider Woman Strikes Back (H)A	G. Sondergaard-K. Grant-B. Joyce	59	3/22/46	b3/23/46
530	Strange Conquest	Jane Wyatt-Jess Barker		5/16/46	a3/2/46
522	Tangier (D)F	M. Montez-P. Foster-R. Paige	75		b3/9/46
	Wicked Lady (D)A	M. Lockwood-J. Mason-P. Rec	100		b1/12/46

Westerns (Current 1944-45)

9084	Renegades of the Rio Grande	Rod Cameron-Fuzzy Knight	57	6/1/45	4/19/46
9081	Riders of the Santa Fe (W)F	Rod Cameron-Eddie Dow	65	1/10/45	2/b23/46

Westerns (Current 1945-46)

1101	Bad Men of the Border	Kirby Grant-Armita-Fuzzy Knight	56	9/28/45	
1102	Code of the Lawless	Kirby Grant-Fuzzy Knight	55	10/19/45	
1104	Gun Town	Kirby Grant-Fuzzy Knight	53	1/18/45	a12/22/45
1103	Trail to Vengeance	Kirby Grant-Fuzzy Knight	54	11/30/45	

WARNER BROS.

CURRENT 1944-45

420	Christmas in Connecticut (C)F	B. Stanwyck-D. Morgan	101	8/11/45	a7/21/45
418	Conflict (D)A	Humphrey Bogart-Alexis Smith	86	6/30/45	b6/16/45
419	Corn Is Green (D)A	Bette Davis-John Dall	114	7/21/45	b3/31/45
417	Pillow to Post (C)A	Ida Lupino-Sydney Greenstreet	82	6/9/45	b6/19/45

Current 1945-46

504	Born for Trouble	Van Johnson-Faye Emerson	57	10/6/45	Reissue
512	Burma Victory (Wa)A	Documentary	63	2/16/46	b12/22/45
513	Cinderella Jones (C)F	Joan Leslie-Robert Alda	88	3/9/46	b2/16/46
506	Confidential Agent (D)F	C. Boyer-L. Bacall-P. Lorre	118	11/10/45	b11/3/45
508	Danger Signal (D)F	Faye Emerson-Zachary Scott	78	12/15/45	b11/17/45
503	It All Came True	Humphrey Bogart-Ann Sheridan	97	10/6/45	Reissue
505	Mildred Pierce (D)A	Joan Crawford-Jack Carson	111	10/20/45	b9/29/45
510	My Reputation (D)F	Barbara Stanwyck-George Brent	94	1/26/46	b1/12/46
501	Pride of the Marines (D)F	J. Garfield-E. Parker-D. Clark	119	9/4/45	b8/11/45
502	Rhapsody in Blue (M)F	Joan Leslie-Robert Alda	139	9/22/45	b6/30/45
509	San Antonio (Tech.)	Errol Flynn-Alexis Smith	110	12/29/45	b11/24/45
514	Saratoga Trunk (D)A	Gary Cooper-Ingrid Bergman	135	3/30/46	b11/24/45
511	Three Strangers (D)A	Fitzgerald-Greenstreet-Lorre	92	2/15/46	b1/26/46
507	Too Young to Know (D)F	Joan Leslie-Robert Hutton	86	12/1/45	b11/17/45

COMING

	Appointment in Tokyo (Wa)	Documentary	54		b12/1/45
	A Very Rich Man	S. Greenstreet-M. Vickers-D. Clark			
	Beast With Five Fingers	R. Alda-A. King-P. Lorre			a3/23/46
	Big Sleep	H. Bogart-Lauren Bacall			a2/16/46
515	City for Conquest	James Cagney-Ann Sheridan	98	4/13/46	Reissue
	Cheyenne	Dennis Morgan Jane Wyman			
	Cloak and Dagger	Gary Cooper-Lilli Palmer			
517	Devotion (D)A	O. deHavilland-L. Lupino	107	4/20/46	a2/17/46
	Escape Me Never	E. Flynn-I. Lupino-G. Young			a3/9/46
	Her Kind of Man	Z. Scott-F. Emerson-D. Clark			a12/22/45
	Humeresque	J. Crawford-J. Garfield-O. Levant			
	Janie Gets Married	Joan Leslie-Robert Hutton			a11/24/45
	Never Say Goodbye	Errol Flynn-Eleanor Parker			a12/1/45
	Night and Day	C. Grant-A. Smith-J. Wyman			
	Nobody Lives Forever	J. Garfield-G. Fitzgerald			a3/23/46
516	No Time for Comedy	James Stewart-Rosalind Russell	93	4/13/46	Reissue
	Of Human Bondage	P. Henreid-E. Parker-P. Knowles			a8/16/44
	One More Tomorrow	Ann Sheridan-Dennis Morgan			a11/25/44
	Open Verdict, The	S. Greenstreet-P. Lorre-J. Lorring			a3/9/46
	Sentence, The	Ann Sheridan-Robert Alda			
	Shadow of a Woman	Andrea King-William Prince			a4/28/45
	Stallion Road	Humphrey Bogart-Lauren Bacall			
	Stolen Life	B. Davis-G. Ford-W. Brennan			a3/31/45
	The Man I Love	Ida Lupino-Robert Alda			a11/24/44
	The Time, the Place & the Girl (Tech.)	D. Morgan-J. Carson-J. Wyman			a12/1/45
	Two Guys From Milwaukee	Dennis Morgan-Joan Leslie			a3 23 46
	Two Mrs. Carrolls	H. Bogart-B. Stanwyck-A. Smith			a11/24/44

MISCELLANEOUS

	A Boy, a Girl and a Dog (D)	Harry Davenport-Sharyn Moffett	Film Clas.		a10/4/46
	Adventure For Two (D)F	Laurence Olivier-Penelope Ward	89		b12/22/45
	Adventure In Music (M)	Jose Iturbi & Others	62		b5/27/44
	Battle for Music (Doc.)F	London Philharmonic	74	FourCents	b10/30/43
	Crainquebille (D)A	French Cast	59	Hoffberg	b10/28/44
	Dark Is the Night (D)A	Irina Radehenko-Ivan Kuznetsov	70	Artkino	b3 23 46
	1812 (Hist.)	Russian Cast	95	Artkino	b9/16/46
	Fall of Berlin (Doc.)F		70	Artkino	b9/15/46
	I Know Where I'm Going (D)F	Wendy Hiller-Roger Livesay	91	GFD	b1/5/46
	Journey Together (D)F	Ed. G. Robinson-Bessie Love	80	Eng. Films	b3/9/46
	Love on the Dole (D)A	Deborah Kerr-Clifford Evans	89	FourCents	b10/20/45
	Open City (D)A	Aldo Fabrizi-Anna Magnani	100	Mayer-Burn	b3/9/46
	Strange Holiday (D)F	Claude Rains-Robbie Stebbins	57	Elite	b10/27/44

FEATURE GUIDE TITLE INDEX

For Dates of Reviews, Type of Picture, Stars, Running Time; Other necessary service data refer to Feature Booking Guide under Distributor Company Listings.

A

Title	Company
Abbott & Costello in Hollywood	MGM
A Bell for Adano	20th-Fox
Abilene Town	UA
A Boy, a Girl & a Dog	Misc.
A Close Call for Boston Blackie	Col.
Adventure	MGM
Adventure for Two	Misc.
Adventure in Music	Misc.
Adventures of Rusty	Col.
A Game of Death	RKO
A Guy Could Change	Rep.
A Letter for Evie	MGM
Alias Billy the Kid	Rep.
A Likely Story	RKO
Allotment Wives	Mono.
Along Came Jones	RKO
Along the Navajo Trail	Rep.
Ambush Trail	PRC
A Medal for Benny	Para.
An Angel Comes to Brooklyn	Rep.
Anchors Aweigh	MGM
And Then There Were None	20th-Fox
Angel on My Shoulder	UA
A Night in Casablanca	UA
Anna and the King of Siam	20th-Fox
Apology for Murder	PRC
Appointment in Tokyo	WB
Arizona Whirlwind	Mono.
Arson Squad	PRC
A Scandal in Paris	UA
A Song to Remember	Col.
A Sporting Chance	Rep.
A Strange Impersonation	Rep.
A Thousand & One Nights	Col.
Avalanche	PRC
A Very Rich Man	WB
A Walk in the Sun	20th-Fox
A Woman of My Own	MGM
A Yank in London	20th-Fox

B

Title	Company
Bachelor's Daughters	UA
Back to Bataan	RKO
Bad Bascomb	MGM
Bad Men of the Border	Univ.
Badman's Territory	RKO
Bamboo Blonde	PRC
Bandit of the Badlands	Rep.
Bandit of Sherwood Forest	Col.
Bottle for Musie	Misc.
Beast With Five Fingers	WB
Beautiful Cheat, The	Univ.
Because of Him	Univ.
Bedlam	RKO
Bedside Manner	UA
Behind City Lights	Rep.
Behind Green Lights	20th-Fox
Behind the Mask	Mono.
Bells of Rosarita	Rep.
Bells of St. Mary's	RKO
Bewitched	MGM
Beyond Tomorrow	Astor
Big Sleep	WB
Big Town	Para.
Birth of a Star	Astor
Black Beauty	20th-Fox
Black Market Babies	Mono.
Blazing the Western Trail	Col.
Blonde Alibi	Univ.
Blonde From Brooklyn	Col.
Blondie Knows Best	Col.
Blithe Spirit	UA
Blonde Ransom	Univ.
Blondie's Lucky Day	Col.
Blood on the Sun	UA
Blue Sierra	MGM
Blue Dahlia	Para.
Blue Montana Skies	Rep.
Blue Skies	Para.
Border Badmen	PRC
Border Bandits	Mono.
Born for Trouble	WB
Bess of Boomtown	Univ.
Boston Blackie's Rendezvous	Col.
Both Barrels Blazing	Col.
Boys' Ranch	MGM
Breakfast in Hollywood	UA
Bride Wore Boots	Para.
Brief Encounter	Univ.
Brute Man	Univ.
Burma Victory	WB
But Not Goodbye	MGM

C

Title	Company
Caesar & Cleopatra	UA
Calcutta	Para.
Caldonia	Astor
California	Para.
California Gold Rush	Rep.
Call of the Wild	20th-Fox
Canyon Passage	Univ.
Captain Eddie	20th-Fox
Captain Kidd	UA
Captain Tugboat Annie	Rep.
Caravan Trails	PRC
Caribbean Mystery	20th-Fox
Cat Creeps	Univ.
Catman of Paris	Rep.
Centennial Summer	20th-Fox
Cheaters, The	Rep.
Christmas in Connecticut	WB
Cherokee Flash	Rep.
Cheyenne	WB
Chicago Kid	Rep.
Child of Divorce	RKO
Cinderella Jones	WB
City for Conquest	WB
Claudia and David	20th-Fox
Claude's Wife	Univ.
Cloak and Dagger	WB
Club Havana	PRC
Cluny Brown	20th-Fox
Code of the Lawless	Univ.
Coffin	Col.
Col. Effingham's Raid	20th-Fox
Colorado Pioneers	Rep.
Colorado Serenade	PRC
Come Out Fighting	Mono.
Confidential Agent	WB
Conflict	WB
Conquest of Cheyenne	Rep.
Cornered	RKO
Corn Is Green	WB
Corpus Delicti	Mono.
Cowboy Canteen	Col.
Crack-Up	RKO
Crainquebille	Misc.
Crime Doctor's Warning	Col.
Crime of the Century	Rep.
Crime School	WB
Criminal Court	RKO
Cross My Heart	Para.
Crimson Canary	Univ.

D

Title	Company
Dakota	Rep.
Daltons Ride Again	Univ.
Dancing in Manhattan	Col.
Danger Signal	WB
Danger Street	Para.
Dangerous Intruder	PRC
Dangerous Partners	MGM
Danny Boy	PRC
Dark Alibi	Mono.
Dark Corner	20th-Fox
Days of Buffalo Bill	Rep.
Deadline at Dawn	RKO
Deadline for Murder	20th-Fox
Dead of Night	Univ.
Desirable Woman	RKO
Detour	PRC
Devil Bat's Daughter	PRC
Devil's Mask	Col.
Devotion	WB
Diary of a Chambermaid	UA
Dick Tracy	RKO
Ding Dong Williams	RKO
Divorce	Mono.
Doll Face	20th-Fox
Dolly Sisters	20th-Fox
Don Juan Quilligan	20th-Fox
Don't Fence Me In	Rep.
Don't Gamble with Strangers	Mono.
Double Furlough	UA
Double Trouble	RKO
Down to Earth	Col.
Do You Love Me?	20th-Fox
Dragonwyck	20th-Fox
Dressed to Kill	Univ.
Drifting Along	Mono.
Duffy's Tavern	Para.
Duel in the Sun	UA

E

Title	Company
Earl Carroll's Sketchbook	Rep.
Easy to Wed	MGM
East Side of Heaven	Univ.
Easy to Look At	Univ.
1812	Misc.
El Paso Kid	Rep.
Enchanted Cottage	RKO
Escape Me Never	WB
Experiment Perilous	RKO

F

Title	Company
Fabulous Suzanne	Rep.
Face of Marble	Mono.
Faithful in My Fashion	MGM
Falcon in Hollywood	RKO
Falcon in San Francisco	RKO
Falcon's Alibi	RKO
Fallen Angel	20th-Fox
Fall of Berlin	Misc.
Fandango	Univ.
Fangs of the Wild	Astor
Fanny By Gaslight	UA
Fatal Witness	Rep.
Fear	Mono.
Fiesta	MGM
Fighting Bill Carson	RKO
Fighting Texan	Mono.
First Yank Into Tokyo	RKO
Flaming Bullets	PRC
Follow That Woman	Para.
Forever Amber	20th-Fox
Freddie Steps Out	Mono.
French Key	Rep.
From This Day Forward	RKO
Frontier Feud	Mono.
Frontier Fugitives	PRC
Frontier Gal	Univ.
Frontier Gunlaw	Col.
Frozen Ghost	Univ.
Fugitive	Univ.

G

Title	Company
Galloping Thunder	Col.
Gangs of the Waterfront	Rep.
Gangster's Den	PRC
Gay Blades	Rep.
Gay Cavalier	Mono.
Gay Senorita	Col.
Genius At Work	RKO
Gentleman Misbehaves	Col.
Gentlemen From Arizona	Astor
George White's Scandals of 1945	RKO
Getting Gertie's Garter	UA
Ghost Goes Wild	Rep.
Ghost Steps Out	Univ.
Gilda	Col.
Girl of the Limberlost	Col.
Girl on the Spot	Univ.
Girl Rush	RKO
Girls of the Big House	Rep.
Girls on Probation	WB
Glass Alibi	Rep.
Gold Mine in the Sky	Rep.
Great Flamarion	Rep.
Great Highway	Col.
Great John L, The	UA
Green Years	MGM
Guest in the House	UA
Guest Wife	UA
Gunning for Vengeance	Col.
Gun Town	Univ.
Guns and Guitars	Rep.

H

Title	Company
Hands Across the Border	Rep.
Harvey Girls	MGM
Haunted Mine	Mono.
Heading West	Col.
Heartbeat	RKO
Hell's Angels	Astor
Henry the Fifth	UA
Her Enlisted Man	Astor
Her Kind of Man	WB
Her Highness and the Bellboy	MGM
Hidden Eye	MGM
Hitchhike to Happiness	Rep.
Hit the Hay	Col.
Hold That Blonde	Para.
Holiday in Mexico	MGM
Home on the Range	Rep.
Home Sweet Homicide	20th-Fox
Honeymoon	RKO
Hoodlum Saint	MGM
Hot Cargo	Para.
Hotel Reserve	RKO
House of Dracula	Univ.
House of Horrors	Univ.
House on 92nd Street	20th-Fox
How Do You Do	PRC
Humoresque	WB

I

Title	Company
Idea Girl	Univ.
I'll Tell the World	Univ.
I Cover the Waterfront	Astor
I Know Where I'm Going	Misc.
I Love a Bandleader	Col.
Imitation of Life	Univ.
Imperfect Lady	Para.
Incendiary Blonde	Para.
In Fast Company	Mono.
In Old New York	Mono.
In Old Sacramento	Rep.
I Ring Doorbells	PRC
Inside Job	Univ.
Inner Circle	Rep.
Invisible Informer	Rep.
Isle of the Dead	RKO
It All Came True	WB
It Shouldn't Happen to a Dog	20th-Fox
It's a Pleasure	RKO
I've Always Loved You	Rep.

J

Title	Company
Jade Mask	Mono.
Janie Gets Married	WB
Jealousy	Rep.
Jesse James	20th-Fox
Jimmy Steps Out	Astor
Joe Palooka, Champ	Mono.
Johnny Angel	RKO
Johnny Comes Flying Home	20th-Fox
Johnny in the Clouds	UA
Jolson Story	Col.
Journey Together	Misc.
Jungle Captive	Univ.
Junior Miss	20th-Fox
Junior Prom	Mono.
Just Before Dawn	Col.

K

Title	Company
Kelly Is My Name	Univ.
Kid From Brooklyn	RKO
Kiss & Tell	Col.
Kitty	Para.

L

Title	Company
Ladies Man	Para.
Lady Confesses	PRC
Lady Luck	RKO
Lady on a Train	Univ.
Land of the Outlaws	Mono.
Landrush	Col.
Larceny in Her Heart	PRC
Last Chance	MGM
Last Crooked Mile	Rep.
Laura	20th-Fox
Law Crusaders	PRC
Lawless Empire	Col.
Leave Her to Heaven	20th-Fox
Let 'Em Have It	Astor
Life With Blondie	Col.
Lighting Raiders	PRC
Little Giant	Univ.
Littlemen	Astor
Little Miss Big	Univ.
Little Mr. Jim	MGM
Live Wires	Mono.
Lonesome Trail	Mono.
Lonely Hearts Club	Rep.
Lost Trail	Mono.
Lost Weekend	Para.
Love, Honor and Goodbye	Rep.
Love Letters	Para.
Love Lies Bleeding	Para.
Love on the Dole	Misc.
Lover Come Back	Univ.

M

Title	Company
Madonna of the Seven Moons	Univ.
Madonna's Secret	Rep.
Mama Loves Papa	RKO
Man Alive	RKO
Man From Oklahoma	Rep.
Man From Rainbow Valley	Rep.
Man Who Dared	Col.
Man Who Walked Alone	PRC
Man Without a Gun	PRC
Margie	20th-Fox
Marked Trails	Mono.
Marshall of Laredo	Rep.
Marshall of Rene	Rep.
Mask of Diijon	PRC
Masquerade in Mexico	Para.
Meet Me on Broadway	Col.
Melody Trail	Rep.
Men in Her Diary	Univ.
Mexicana	Rep.
Midnight Manhunt	Para.
Mildred Pierce	WB
Missing Corpse	PRC
Miss Susie Slagle's	Para.
Mr. Ace	UA
Mousieur Beaucaire	Para.
Moon Over Montana	Mono.
Murder, He Says	Para.
Murder is My Business	PRC
Murder in the Music Hall	Rep.
Murder, My Sweet!	RKO
My Brother Who Talked to Horses	MGM
My Gal Loves Music	Univ.
My Name Is Julia Ross	Col.
My Pal Trigger	Rep.
My Reputation	WB
Mysterious Intruder	Col

N

Title	Company
Naughty Nineties	Univ
Navajo Kid	PRC
Never Say Goodbye	WB
Night and Day	WB
Night Editor	Col.
Night in Paradise	Univ.
Night Train to Memphis	Rep.
Nob Hill	20th-Fox
Nobody Lives Forever	WB
No Leave, No Love	MGM
No Time for Comedy	WB
Northwest Mounted Police	Para.
Notorious	RKO
Notorious Gentlemen	Univ.
Notorious Lone Wolf	Col.

O

Title	Company
Of Human Bondage	WB
Once And For All	PRC
One Exciting Week	Rep.
One More Tomorrow	WB
One Romantic Night	Astor
One Way to Love	Col.
Open City	Misc.
Open Verdict	WB
O.S.S.	Para.
Our Hearts Were Growing Up	Para.
Our Vines Have Tender Grapes	MGM
Outlaws of the Rockies	Col.
Out of the Depths	Col.
Out of the World	Para.
Over 21	Col.

P

Title	Company
Pardon My Past	Col.
Paris Underground	UA
Partners of the Trail	Mono.
Passkey to Danger	Rep.
Passport to Destiny	RKO
Penthouse Rhythm	Univ
Peaple Are Funny	Para.
Perfect Marriage	Para.
Perilous Holiday	Col.
Perils of Pauline	Para.
Phantom of the Desert	Col
Phantom of the Plains	Rep.
Phantom Thief	Col.
Picture of Dorian Gray	MGM
Pilgrim Lady	Rep.
Pillow of Death	Univ.
Pillow to Post	WB
Portrait of Maria	MGM
Postman Always Rings Twice	MGM
Power of Attorney	Col.
Prairie Rustlers	PRC
Prelude to Murder	Univ.
Pride of the Marines	WB
Prison Ship	Col.
Pursuit to Algiers	Univ

Q

Title	Company
Queen of Burlesque	PRC

R

Title	Company
Radio Stars on Parade	RKO
Rainbow Over Texas	Rep.
Range Law	Mono.
Razor's Edge	20th-Fox
Rebecca	UA
Red Dragon	Mono.
Red River Renegades	Rep.
Rendezvous 24	20th-Fox
Rendezvous With Annie	Rep.
Renegades	Col
Renegades of the Rio Grande	Univ.
Return of Frank James	20th-Fox
Return of Rusty	Col.
Return of the Vampire	Col.
Rhapsody in Blue	WB
Rhythm Round-Up	Col.
Riders of the Dan	Mono.
Riders of the Santa Fe	Univ.
Riverboat Rhythm	RKO
River Gang	Univ.
Road to Alcatraz	Rep.
Road to Utopia	Para
Roaring Rangers	Col.
Romance of the West	PRC
Rough Riders of the Cheyenne	Rep.
Rough Ridin' Justice	Col
Runaround	Univ.
Rustlers of the Badlands	Col

S

Title	Company
Sailor Takes a Wife	MGM
San Antonio (Tech.)	WB
Santa Fe Uprising	Rep.
Saratoga Trunk	WB
Scared Stiff	Para.
Scarface	Astor
Scarlet Street	Univ.
Scotland Yard Investigator	Rep
Searching Wind	Para
Senorita From the West	Univ
Sensation Hunters	Mono.
Sentence, The	WB
Sentimental Journey	20th-Fox
Seven Were Saved	Para.
Seventh Veil	Univ
Shadow of a Woman	WB
Shadow of Terror	PRC
Shadow Returns	Mono.
Shady Lady	Univ
Shanghai Cobra	Mono.
She Went to the Races	MGM
She Wolf of London	Univ.
She Wouldn't Say Yes	Col
She Wrote the Book	Univ.
Sheriff of Redwood Valley	Rep
Shock	20th-Fox
Shocking Miss Pilgrim	20th-Fox
Show-Off	MGM
Silver City Kid	Col
Silver Fleet	PRC
Sinbad the Sailor	RKO
Sing Your Way Home	RKO
Sin of Harold Diddlebock	UA
Sister Kenny	RKO
Six Gun Man	PRC

Title	Company
Sky Devils	Astor
Smart	Col.
Smoky	20th-Fox
Smooth As Silk	Univ.
So Dark the Night	Col.
So Goes My Love	Univ.
Somewhere in the Night	20th-Fox
Son of Lassie	MGM
Song for Miss Julie	Rep.
Song of Arizona	Rep.
Song of the Prairie	Col.
Song of the Range	Mono.
Song of Mexico	Rep.
Song of Old Wyoming	PRC
Southerner, The	UA
South of the Rio Grande	Mono.
Spanish Main	RKO
Specter of the Rose	Rep.
Spellbound	UA
Spider, The	20th-Fox
Spider Woman Strikes Back	Univ.
Spiral Staircase, The	RKO
Stagecoach to Monterey	Rep.
Stage Coach Outlaws	PRC
Stallion Road	WB
Star From Heaven	MGM
State Fair	20th-Fox
Step By Step	RKO
Steppin' In Society	Rep.
Stolen Life	WB
Stork Club	Para.
Story of G. I. Joe	UA
Strange Affair of Uncle Harry	Univ.
Strange Confession	Univ.
Strange Conquest	Univ.
Strange Holiday	Misc.
Strange Mr. Gregory	Mono.
Strange From Santa Fe	Mono.
Strange Love of Martha Ivers	Para.
Strange Triangle	20th-Fox
Strange Voyage	Col.
Strange Woman	UA
Stranger, The	KO
Strangler of the Swamp	PRC
Suddenly It's Spring	Para.
Sunbonnet Sue	Mono.
Sunset In El Dorado	Rep.
Sunset Pass	RKO
Sun Valley Cyclone	Rep.
Suspected Person	PRC
Suspense	Mono.
Swamp Fire	Para.
Swing Hostess	PRC
Swingin' on a Rainbow	Rep.
Swing Parade of 1946	Mono.
Swiss Family Robinson	Astor

T

Talk About a Lady	Col.
Tangier	Univ.
Tars and Spars	Col.
Tarzan and the Leopard Woman	RKO
Tell It to a Star	Rep.
Ten Cents a Dance	Col.
Tenth Avenue Angel	MGM
Terror By Night	Univ.
Terrors on Horseback	PRC
Terror Trail	Col.
Texas Kid, The	Mono.
Texas Panhandle	Col.
That Night With You	Univ.
That Texas Jamboree	Col.
That's the Spirit	Univ.
The Man I Love	WB
The Shadow	Mono.
The Time, the Place & the Girl	WB
They Made Me a Killer	Para.
They Were Expendable	MGM
This Gun For Hire	Para.
This Happy Breed	UA
This Love of Ours	Univ.
Throw a Saddle on a Star	Col.
Three in the Saddle	PRC
Three Little Girls in Blue	20th-Fox
Three Strangers	WB
Three Wise Fools	MGM
Thrill of a Romance	MGM
Thunder in the City	Astor
Thunder Town	PRC
Tiger Woman	Rep.
Till the Clouds Roll By	MGM
Till the End of Time	RKO
Time for Two	MGM
To Each His Own	Para.
Tokyo Rose	Para.
Tom Brown's Schooldays	Astor
Tomorrow Is Forever	RKO
Tonight We Dance	Col.
Too Good to Be True	Para.
Too Young to Know	Rep.
Town Went Wild	PRC
Traffic in Crime	Rep.
Trail to Vengeance	Univ.
Trigger Law	Mono.
Trigger Trail	Univ.
Trouble With Women	Para.
Truth About Murder	RKO
Tucson Raiders	Rep.
Twin Guns	PRC
Twice Blessed	MGM
Two Guys From Milwaukee	WB
Two Mrs. Carrolls	WB
Two Sisters From Boston	MGM
Two Smart People	MGM
Two Years Before the Mast	Para.

U

Undercover Woman	Rep.
Undercurrent	MGM
Underdog, The	PRC
Under Arizona Skies	Mono.
Unseen, The	Para.
Up Goes Maisie	MGM

V

Vacation From Marriage	MGM
Valley of Decision	MGM
Valley of the Zombies	Rep.
Virginian, The	Para.
Voice of the Whistler	Col.

W

Wagon Wheels Westward	Rep.
Wake Up and Dream	20th-Fox
Walls Came Tumbling Down	Col.
Wanderer of the Wasteland	RKO
Weekend at the Waldorf	MGM
Weird Woman	Univ
Welcome Stranger	Para.
Well Groomed Bride	Para.
West of the Alamo	Mono.
West of the Pecos	RKO
West of the Rio Grande	Mono.
What a Woman!	Col.
What Nancy Wanted	RKO
What Next, Corporal Hargrave?	MGM
Where Do We Go From Here	20th-Fox
Whispering Skull	PRC
Whistle Stop	UA
White Pondo	PRC
Why Girls Leave Home	Mono.
Wicked Lady	Univ.
Wife of Monte Cristo	PRC
Wilson	20th-Fox
Within These Walls	20th-Fox
Without Reservations	RKO
Woman in Green	Univ.
Woman of My Own	MGM
Woman of the Town, The	UA
Woman Who Came Back, The	Rep.
Wonder Man	RKO

Y

Yearling, The	MGM
Yolanda & the Thief	MGM
You Came Along	Para.
You Can't Do Without Love	Col.
Young Widow	UA

Z

Ziegfeld Follies of 1946	MGM

FILM BUYER'S PRODUCT SUMMARY

Features (not including western series pictures) completed and in production.

	Completed—Release Date Not Set		In Production
COL.	Renegades Perilous Holiday Just Before Dawn That Texas Jamboree Walls Came Tumbling Down Phantom Thief	Pardon My Past Gilda Devil's Mask Man Who Dared	Power of Attorney Return of Rusty Gallant Journey Jolson Story Down to Earth The Coffin Blondie Knows Best
METRO	Up Goes Maisie Two Sisters From Boston Boys' Ranch Star From Heaven No Leave, No Love Little Mr. Jim Two Smart People Yearling, The	Harvey Girls They Were Expendable Easy to Wed Sailor Takes a Wife Last Chance Holiday in Mexico Green Years Three Wise Fools But Not Goodbye Faithful in My Fashion Blue Sierra	Till the Clouds Roll By Fiesta The Show-Off A Woman of My Own Tenth Avenue Angel My Brother Who Talked to Horses Woman of My Own Undercurrent
MONO.	Black Market Babies Live Wires Red Dragon Joe Palooka, Champ Gay Cavalier	Strange Mr. Gregory Behind the Mask In Fast Company	Don't Gamble with Strangers Freddie Steps Out Corpus Delicti
PARA.	Two Years Before the Mast Virginian, The Cross My Heart Our Hearts Were Growing Up Calcutta Hot Cargo Blue Skies Swamp Fire Monsieur Beaucaire Big Town Too Good to Be True	Well Groomed Bride Blue Dahlia Trouble With Women To Each His Own Bride Wore Boots Imperfect Lady, The They Made Me a Criminal Strange Love of Martha Ivers Ladies Man California Searching Wind Perfect Marriage Danger Street	Perils of Pauline Suddenly It's Spring Welcome Stranger Seven Were Saved
PRC	Wife of Monte Cristo Devil Bat's Daughter	Once And For All Murder Is My Business Avalanche Larceny in Her Heart	Queen of Burlesque
RKO	Ding Dong Williams Bells of St. Mary's Tomorrow Is Forever Deadline at Dawn Falcon's Alibi Cornered Heartbeat From This Day Forward Lady Luck Spiral Staircase, The Badman's Territory Sunset Pass Notorious Sister Kenny Crack-Up Double Trouble	Sing Your Way Home A Game of Death Dick Tracy Riverboat Rhythm Man Alive Bedlam Tarzan and the Leopard Woman Kid From Brooklyn Bamboo Blonde Genius At Work Truth About Murder Till the End of Time Without Reservations Step By Step	Desirable Woman A Likely Story Sinbad the Sailor Child of Divorce Criminal Court What Nancy Wanted Honeymoon
REP.	Crime of the Century French Key Night Train to Memphis I've Always Loved You Specter of the Rose Undercover Woman Last Crooked Mile In Old Sacramento Glass Alibi Man From Rainbow Valley Inner Circle Ghost Goes Wild	A Guy Could Change Mexicana Dakota Valley of the Zombies A Strange Impersonation Cat-Man of Paris Madonna's Secret Home on the Range One Exciting Week Lonely Hearts Club Rainbow Over Texas Passkey to Danger My Pal Trigger	Fabulous Suzanne Fabulous Suzanne Earl Carroll's Sketchbook Rendezvous With Annie Traffic in Crime Pilgrim Lady
20th-FOX	Centennial Summer Black Beauty Dark Corner Rendezvous 24 It Shouldn't Happen to a Dog Anna and the King of Siam	Smoky Wake Up and Dream Do You Love Me? Somewhere in the Night Strange Triangle Cluny Brown Shocking Miss Pilgrim Three Little Girls in Blue	Margie Claudia and David Deadline for Murder Forever Amber Home Sweet Homicide Razor's Edge
UA	Henry the Fifth This Happy Breed 2,000 Women A Scandal in Paris A Night in Casablanca	Caesar & Cleopatra Duel in the Sun Sin of Harold Diddlebock Fanny by Gaslight	Strange Woman Mr. Ace Angel on My Shoulder Bachelor's Daughters
UNIV.	Spider Woman Strikes Back Brute Man Canyon Passage Idea Girl Smooth As Silk	Seventh Veil Wicked Lady Dressed to Kill Little Miss Big Notorious Gentlemen Inside Job	Dead of Night Fandango Runaround Lover Come Back Claude's Wife
W.B.	My Reputation Big Sleep Of Human Bondage Cinderella Jones Devotion One More Tomorrow San Antonio Shadow of a Woman Three Strangers The Time, the Place and the Girl Her Kind of Man Appointment in Tokyo Beast With Five Fingers Two Guys From Milwaukee	Nobody Lives Forever Janie Gets Married Two Mrs. Carrolls Stolen Life Never Say Goodbye The Man I Love Night and Day Open Verdict Escape Me Never	Humoresque Sentence, The A Very Rich Man Ghost Steps Out Kelly Is My Name Stallion Road Cloak and Dagger Cheyenne

NEW PICTURES STARTED LAST WEEK

Nine pictures started at nine studios last week. A year ago last week six pictures went before the cameras. Last week's starters:

COLUMBIA

Down to Earth (Technicolor)—Principals: Rita Hayworth, Larry Parks, Marc Platt. Director, Alexander Hall.

COLUMBIA

The Coffin—Principals: Karen Morley, Jim Bannon, Jeff Donnell. Director, Henry Levin.

COLUMBIA

Blondie Knows Best—Principals: Penny Singleton, Arthur Lake. Director, Abby Berlin.

METRO-GOLDWYN-MAYER

A Woman of My Own—Principals: Greer Garson, Robert Montgomery. Director, George Cukor.

PRC

Queen of Burlesque—Principals: Evedyn Ankers. Director, Sam Newfield.

RKO

Honeymoon—Principals: Shirley Temple, Guy Madison, Franchot Tone. Director, William Keighley.

REPUBLIC

Red River Renegades—Principals: Sunset Carson, Peggy Stewart. Director, Thomas Carr.

TWENTIETH CENTURY-FOX

The Razor's Edge—Principals: Tyrone Power, Gene Tierney, John Payne. Director, Edmund Goulding.

UNIVERSAL

Claude's Wife—Principals: Brenda Joyce, Don Porter, Patricia Morison. Director, Lewis Cullins.

TITLE CHANGES

"You Were There" (MGM) now UNDER CURRENT.
"Crime in the Night" (PRC) now LARCENY IN HER HEART.
"The Twisted Circle" (Rep.) now THE INNER CIRCLE.
"Inner Circle" (Rep.) now THE PILGRIM LADY.

SHORT Booking GUIDE

1945-46 PRODUCT

COLUMBIA

ALL-STAR COMEDIES (20)

7434 A Bird in the Head ... 17
7434 A Hit With a Miss ... Good ... 16 .. 3/ 2/46
7432 A Minor Affair ... Poor ... 18½ .. 11/10/45
7403 Beer Barrel Polecats ... 17
7436 Blonde Stayed On, The ... 16½
7423 Calling All Fibbers ... 16½
7422 Dance, Dunce, Dance! ... Funny ... 18½ .. 10/27/45
7433 High Blood Pressure ... Fair ... 19 .. 3/16/46
7425 Hiss and Yell ... 18
7401 If a Body Meets a Body ... 18
7438 Jiggers, My Wife! ... 17
7421 Mayer's Husband, The ... Funny ... 16 .. 11/10/45
7402 Micro-Phonies ... 17
7437 Mr. Noisy ... 16½
7435 Spook to Me ... Funny ... 17 .. 3/ 2/46
7406 Three Troubledoers ... 17
7405 Uncivil War Birds ... 17
7409 Vine, Women and Song (Billy Vine) ... 22½
7424 When the Wife's Away ... 17
7431 Where the Pest Begins ... 17

COLOR RHAPSODY (5)

7502 Polar Playmates ... 6½
7501 River Ribber ... 6

COMMUNITY SINGS (10)

6657 Christmas Carols ... 10½ .. Re-Sale
7851 No. 1 (Leibert) Cowboy Hit Tunes ... Good ... 9½ .. 11/17/45
7852 No. 2 (Baker) You Belong to My Heart ... 10
7653 No. 3 (Don Baker) Dream ... Fair ... 10 .. 3/ 2/46
7654 No. 4 (Baker) Good, Good, Good ... Fair ... 11 .. 2/23/46
7655 No. 5 (Leibert) No Can Do ... 10
7656 No. 6 (Baker) That Feeling In the Moonlight ... 9
7657 No. 7 (Leibert) Chickery Chick
7658 No. 8 (Baker) Symphony

FILM VODVIL (5)

7951 Milt Britton & Band ... 11
7952 Randy Brooks & Orch ... 10½
7953 Morale's Copacabana Orchestra ... Excellent ... 11 .. 2/23/46
7954 Three Sets of Twins ... 10
7955 Art Mooney & Orch ... 11

FLIPPY

7601 Catnipped ... Amusing ... 7½ .. 3/ 2/46

FOX & CROW

7752 Foxey Flatfoots ... 6
7751 Phoney Baloney ... 7

PANORAMICS

7902 Strange Hunger
7901 The Magic Stone ... 10

PHANTASIES (4)

7702 Kongo Roo ... 6
7701 Simple Siren ... 6½

SCREEN SNAPSHOTS (10)

7851 No. 1 (25th Anniversary Special) ... 9
7852 No. 2 (Harlow Wilcox & H. Von Zell) ... 10
7853 No. 3 (Fashions, Rodeo, etc.) ... Interesting ... 9 .. 2/23/46
7854 No. 4 (Hollywood Celebrations) ... Interesting ... 9 .. 2/23/46
7855 No. 5 (Movie Stunt-men & Doubles) ... 9
7856 No. 6 (Wendell Niles and Prindle) ... 9½
7857 No. 7 (Victory Show)
7858 No. 8 (Looking Back)

SPORT REELS (10)

7801 Champion of the Cue ... 7½
7802 Puck Chasers ... 10
7803 Cadet Cagers ... 8½
7804 Mermaid's Paradise ... Good ... 9½ .. 3/ 9/46
7805 Rasslin' Romeos ... 9½
7806 Canine Champion
7807 Timberland Athletes

SERIALS (3)

7141 Hop Harrigan ... 15 Chaps.
7120 Jungle Raiders ... 15 Chaps.
7140 Who's Guilty? ... 15 Chaps.

METRO-GOLDWYN-MAYER 1945-46

CARTOONS (16)

W-731 Flirty Birdy ... 7
W-733 Quiet Please
W-732 Wild and Woolfy ... 8

TRAVELTALKS (12)

T-714 Glimpses of Guatemala
T-713 Land of Mayas
T-712 Merida and Campeche ... Good ... 8 .. 12/ 1/45
T-711 Where Time Stands Still ... Good ... 9 .. 12/ 1/45

MGM SPECIALS (4)

A-701 A Gun in His Hand ... 19
A-702 Purity Squad ... Excellent ... 20 .. 11/24/45

PETE SMITH SPECIALTIES (10)

S-756 Badminton ... Good ... 9 .. 1/ 5/46
S-753 Bus Pests ... Funny ... 10 .. 1/ 5/46
S-757 Fala at Hyde Park ... Interesting ... 11 .. 1/26/46
S-571 Football Thrills of 1944 ... Excellent ... 8 .. 12/ 1/45
S-755 Gettin' Glamor ... 9
S-752 Guest Pests ... Very Funny ... 9 .. 1/19/46
S-754 Sports Sticklers

PASSING PARADE (6)

K-774 Golden Hunch ... Excellent ... 10 .. 2/ 9/46
K-771 Great American Mug ... Very Good ... 10 .. 11/24/45
K-773 People on Paper ... Excellent ... 11 .. 12/ 1/45
K-775 Magic on a Stick
K-776 Our Old Car ... Nostalgic ... 10 .. 1/26/46
K-772 Stairway to Light ... Good ... 10 .. 11/24/45

MGM MINIATURE (6)

M-781 Strange Destiny ... Good ... 10 .. 1/26/46
M-782 Spreadin' the Jam ... Fair ... 10 .. 11/24/45

PARAMOUNT 1945-46

GEORGE PAL PUPPETOONS (8)

U5-1 Jasper and the Beanstalk ... Good ... 8 .. 10/27/45
U5-2 My Man Jasper ... Fair ... 8 .. 3/16/46
U5-3 Olio for Jasper

LITTLE LULU (6)

D5-1 Man's Pest Friend ... Good ... 8 .. 2/ 9/46
D5-2 Bargain Counter Attack

NOVELTOONS (6)

P5-1 Friendly Ghost ... Very Good ... 7½ .. 2/23/46
P5-2 Cheese Burglar

MUSICAL PARADES (6)

FF5-1 Little Witch ... Very Good ... 20 .. 11/10/45
FF5-2 Naughty Nanette ... Entertaining ... 20 .. 2/16/46
FF5-3 College Queen

POPEYE (8)

E5-1 House Tricks
E5-2 Peep in the Deep
E5-3 Service With a Guile
E5-4 Klondike Casanova

POPULAR SCIENCE (6)

J5-1 No. 1 ... Interesting ... 10 .. 11/17/45
J5-2 No. 2 ... Interesting ... 10 .. 2/16/46
U5-3 No. 3 ... Interesting ... 10 .. 3/16/46
J5-4 No. 4

SPEAKING OF ANIMALS (6)

Y5-1 Animal-ology ... Very Funny ... 9 .. 11/ 3/45
Y5-2 Hillbillies ... Very Good ... 9 .. 2/23/46
Y5-3 In the Postwar Era ... Fair ... 9 .. 3/16/46
Y5-4 (Untitled)

SPORTLIGHTS (10)

R5-1 What a Picnic ... Interesting ... 9 .. 10/18/45
R5-2 Paddle Your Own ... Good ... 9 .. 11/17/45
R5-3 Running the Team ... Good ... 9 .. 2/23/46
R5-4 Good Dog
R5-5 Dixie Pointers
R5-6 Rhythm on Blades ... Excellent ... 9 .. 3/16/46
R5-7 Testing the Experts
R5-8 (Untitled)

UNUSUAL OCCUPATIONS (6)

L5-1 No. 1 ... Interesting ... 10 .. 2/16/46
L5-2 No. 2 ... 10
L5-3 No. 3 ... Good ... 10 .. 3/16/46
L5-4 No. 4

RKO RADIO 1945-46

DISNEY CARTOONS (18)

64103 A Knight for a Day ... 7
64101 Canine Patrol ... 7
64105 In Dutch ... Funny ... 7 .. 3/16/46
64102 Old Sequoia ... Funny ... 7 .. 10/13/45

EDGAR KENNEDY (6)

63401 Big Beef, The ... Good ... 17 .. 11/24/45
63402 Mother-in-Law's Day ... 18
63403 Trouble or Nothing ... Funny ... 18 .. 2/16/46

FLICKER FLASHBACKS (7)

64201 No. 1 ... Funny ... 7 .. 11/17/45
64202 No. 2 ... Funny ... 7 .. 1/26/46
64203 No. 3 ... Amusing ... 7 .. 2/ 9/46
64204 No. 4 ... Good ... 8 .. 3/16/46
64205 No. 5 ... 7

HEADLINER REVIVALS (4)

63201 The Derby Decade ... 22
63202 Russian Dressing ... 18
63204 Sea Melody ... 19
63203 Twenty Girls and a Band ... 18

LEON ERROL (6)

63701 Beware of Redheads ... 17
63702 Maid Trouble ... Funny ... 18 .. 2/23/46
63703 Oh, Professor Behave ... 18

RAY WHITLEY WESTERN MUSICALS (4)

63501 Western Welcome ... 18
63503 Ranch House Romeo ... 17
63502 Sagebrush Serenade ... 19
63504 Rhythm Wranglers ... 19

SPECIAL

671 The House I Live In ... Excellent ... 10 .. 10/13/45

SPORTSCOPES (13)

64304 Arcaro Up ... Fair ... 8 .. 2/ 9/46
64301 Athletic Items ... Good ... 8 .. 11/24/45
64302 Battling Bass ... Good ... 8 .. 11/17/45
64303 Ten Pin Titans ... Good ... 8 .. 2/ 9/46
64307 Quarter Horses ... Good ... 8 .. 3/ 9/46
64305 Ski Master ... 8
64306 Winning Basketball ... 8
63102 T. V. A. ... Interesting ... 18 .. 1/26/46
63101 Airline to Everywhere ... Excellent ... 17 .. 1/ 5/46
63103 Great Lakes ... Excellent ... 16 .. 2/16/46
63104 Report on Japan ... Interesting ... 19 .. 3/ 9/46
63105 Street of Shadows ... 16

THIS IS AMERICA (13)

WAR ACTIVITIES

Here Come the Yanks ... Interesting ... 10 .. 10/13/45

20th CENTURY-FOX 1945-46

MOVIETONE ADVENTURE (10)

6260 Across the Great Divide
6258 Along the Rainbow Trail
6254 Bountiful Alaska ... 8
6259 Cradle of Liberty
6253 China Carries On
6256 Louisiana Springtime ... 8
6257 Lost Lake
6252 Magic of Youth
6251 Memories of Columbus
6255 Song of Sunshine ... 8

SPORTS REVIEWS (6)

6353 Diving Dandies
6355 Golden Horse
6301 Pins and Cushions ... Interesting ... 8 .. 3/ 2/46
6351 Ski Aces ... Excellent ... 8 .. 2/23/46
6352 Time Out For Play ... 8
6354 Sea Sirens

TERRYTOONS (20)

6506 Bad Bill Bunion ... Funny ... 7 .. 3/ 2/46
6517 Dinky Finds a Home ... 7
6511 Fortune Hunters ... 7
6502 Fox & the Duck
6520 Golden Hen ... 7
6514 It's All in the Stars ... 7
6518 Johnstown Flood ... 7
6501 Mighty Mouse in Gypsy Life ... 6
6506 Mighty Mouse Meets Bad Bill Bunion ... 7
6508 Mighty Mouse in Krakatoa ... Amusing ... 7 .. 3/ 9/46
6513 My Old Kentucky Home ... 7
6519 Peace-Time Football ... 7
6503 Swooning the Swooners
6510 Svengali's Cat ... Amusing ... 7 .. 3/ 2/46
6509 Talking Magpies ... Good ... 7 .. 3/ 9/46
6507 The Exterminator ... 7
6515 Throwing the Bull ... 7
6516 Trojan Horse ... 7
6504 Watch Dog
6512 Wicked Wolf ... 7
6505 Who's Who in the Jungle ... Good ... 7 .. 3/2/46

MARCH OF TIME (13)

1 Palestine Problem ... Informative ... 17 ... 9/15/45
2 American Beauty ... Interesting ... 18
3 18 Million Orphans ... Excellent ... 17 ... 11/ 3/45
4 Justice Comes to Germany ... Impressive ... 21 .. 11/24/45
5 Challenge to Hollywood ... Interesting ... 18 .. 1/ 5/46
6 Life With Baby ... Very Good ... 20 .. 2/ 2/46
7 Report on Greece ... Very Good ... 19 .. 3/ 2/46

UNIVERSAL 1945-46

NAME BAND MUSICALS (13)

1304 Cuban Madness
1301 Solid Senders ... Very Good ... 15 .. 11/24/45
1302 Hot and Hectic
1306 Melody Stampede ... Good ... 15 .. 1/26/46
1381 Sing and Be Happy ... Very Good ... 10 .. 3/ 2/46
1307 Swing High, Swing Sweet ... Entertaining ... 15 .. 3/ 2/46
1303 Syncho-Smooth Swing ... Good ... 15 .. 2/23/46
1305 Tin Pan Alley Tempos ... Fair ... 15 .. 2/23/46

PERSON-ODDITY (15)

1361 Gabriel Heatter Reporting ... Interesting ... 9 .. 11/17/45
1362 Hill-Billy Artist ... Interesting ... 9 .. 10/27/45
1366 Maestros of the Comics ... Interesting ... 9 .. 3/ 2/46
1363 Paper Magic ... Interesting ... 9 .. 11/10/45
1364 Pottery Poets ... Good ... 9 .. 12/ 1/45
1365 Front Line Artists ... Good ... 9 .. 12/ 1/45

SERIALS (4)

Lost City of the Jungle
Royal Mounted Rides Again ... Actionful ... 19 .. 1/19/46
Scarlet Horseman
Secret Agent X-9

TECHNICOLOR CARTOONS (13)

1322 Apple Andy ... Good ... 7 .. 2/16/46
1323 Mousie Come Home
3118 The Poet and Peasant ... Very Good ... 7 .. 10/27/45
1321 Loose Nut
1322 Poet & Peasant ... 7

VARIETY VIEW (15)

1342 Go North ... Very Good ... 9 .. 10/13/45
1364 Grave Laughter ... Amusing ... 9 .. 11/24/45
1344 Doctor of Paintings
1345 Jungle Capers ... Amusing ... 9 .. 2/23/46
1341 Queer Birds ... Interesting ... 9 .. 11/10/45

VITAPHONE-WARNER BROS. 1945-46

BLUE RIBBON CARTOONS (13)

2303 The Good Egg
2305 Little Lion Hunter
2302 Lyin' Mouse
2301 Sunbonnet Blue ... 7
2304 Trial of Mr. Wolf

FEATURETTES (6)

2101 Barbershop Ballads ... Fair ... 20 .. 8/25/45
2102 Star in the Night ... Outstanding ... 20 .. 10/27/45
2103 All Star Musical Revue ... Entertaining ... 20 .. 12/ 1/45
2104 Good Old Corn ... Good ... 20 .. 12/ 1/45
2106 Hitler Lives? ... Excellent ... 20 .. 1/ 5/46
2105 Musical Shipmates

MELODY MASTERS (10)

2601 Spade Cooley, King of Western Swing ... Excellent ... 10 ... 8/25/45
2605 Headline Bands ... Very Good ... 10 ... 3/ 2/46
2602 Here Comes the Navy Bands ... Fair ... 10 ... 10/13/45
2606 Jan Savitt & His Band
2603 Musical Novelties ... Fair ... 10 ... 11/17/45
2604 Music of the Americas ... Good ... 10 ... 12/ 1/45

SPECIAL

2901 The Nine Hundred ... Outdated ... 10 ... 10/27/45

SPORTS PARADE (13)

1512 Days of '76 ... Interesting ... 10 ... 3/ 2/46
1513 Cavalcade of Archery ... Good ... 10 ... 3/ 9/46

2501	Sports Go to War	Outdated	10	10/13 45
2502	Holiday on Horseback			
2503	Michigan Ski-Daddle			
2505	Snow Eagles			
2504	With Rod & Gun in Canada			
	TECHNICOLOR ADVENTURES (6)			
2801	Fashions for Tomorrow		10	
2802	In Old Santa Fe			
2803	All Aboard			
	TECHNICOLOR SPECIALS (8)			
2001	Frontier Days	Good	20	
2002	Forest Commandos	Excellent	20	3/ 9/46
2003	Movieland Magic			
	VITAPHONE VARIETIES (6)			
2401	Alice in Jungleland	Interesting	10	11/17/45
2402	Miracle Makers		10	
2405	Peeks at Hollywood	Interesting	10	3/ 2/46
2404	So You Think You're Allergic	Fair	10	1/19/46
2403	Story of a Dog	Interesting	10	8/25/45

ADVANCE DOPE

THE RUNAROUND (Univ.) **Comedy-Drama. Principals:** Rod Cameron, Ella Raines, Broderick Crawford. **Director,** Charles Lamont. **Plot:** Two detectives are rival searchers for the missing daughter of a wealthy man. One of them finds the girl and brings her back to New York. There he finds that he has been double-crossed by the father who was merely playing for time so his wife could not stop her daughter's marriage. The detective takes matters into his own hands and walks off with the girl and the reward.

IT SHOULDN'T HAPPEN TO A DOG (20th-Fox) **Comedy. Principals:** Carole Landis, Allyn Joslyn, Henry Morgan. **Director,** Herbert I. Leeds. **Plot:** Returning from the war, a former reporter looks with disdain on his new job as Science Editor, and tries to convince his boss that he belongs on the crime beat. On his own time, he attempts to solve a government tax evasion case against a black market operator. It proves to be a much bigger job than he expected, but he solves it, falls in love with the policewoman who helped him, and gets his old job back.

RENDEZVOUS 24 (20th-Fox) **Drama. Principals:** William Gargan, Pat O'Moore, Maria Palmer. **Director,** James Tinling. **Plot:** A group of German scientists in a secret laboratory are at work on a scheme to destroy Paris with a radio-controlled atom bomb but a young American agent is sent to interfere with their plans. He makes contact with a British agent who helps him, and also meets an attractive young woman German spy, posing as a Swedish journalist. With only minutes to go before the bomb explodes, they are all involved in a gun fight, with the American coming out on top.

LOVER, COME BACK (Univ.) **Comedy-Drama. Principals:** George Brent, Lucille Ball, Vera Zorina. **Director,** William Seiter. **Plot:** A dress designer is lonesome for her husband, an overseas correspondent. When she becomes convinced that he and a beautiful woman photographer are unnecessarily chummy, her jealousy prompts her to retaliate by playing up to her boss. Before a Reno denouement, events teach them their errors, with a happy clinch at the end.

SUDDENLY IT'S SPRING (Para.) **Comedy-Drama. Principals:** Fred MacMurray, Paulette Goddard, Macdonald Carey. **Director,** Mitchell Leisen. **Plot:** A Wac marital relations expert returns from overseas hoping to patch up her own estrangement from her husband, who is in love with another girl. There is a mad chase from New York to Chicago, with the husband trying to land her signature on a divorce consent. When she convinces him that they haven't given their marriage a fair trial, she wins him back.

Dvorak in 'Bel Ami'

Ann Dvorak has been signed to play the role of Madeleine in the forthcoming Loew-Lewin production "Bel Ami."

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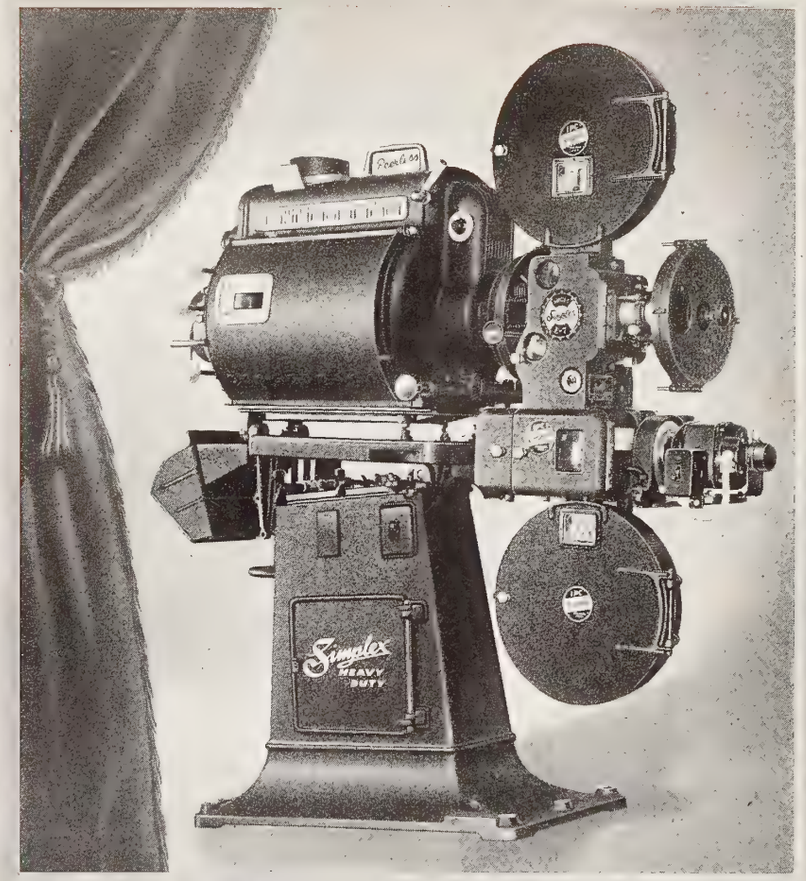
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